

# Protects your brand online

Imitation is **not** the highest form of flattery.

Counterfeit goods damage brands, ruin reputations and, worst of all, can harm unsuspecting customers.

Your registered intellectual property is your best defence in protecting your brand from counterfeiting.

SnapDragon can help you to take down sellers of infringing and counterfeit goods on the busiest e-commerce portals across the world, quickly and efficiently. Our multi-lingual data analysts use SnapDragon's proprietary algorithms to monitor global e-commerce sites and, with your authority, use your intellectual property to contest and remove infringing links.

SnapDragon is a service born out of defending worldwide baby and toy brands. As such, we absolutely understand the issues at stake.

## Leveraging your IP

We work closely with in-house lawyers, IP firms and other legal experts to ensure your registered IP works for its investment, protecting your business and your customers.

Breathing fire to protect your brand.



# SnapDragon

**Breathing fire to protect  
your brand online.**

## Six dragonfire tips to help protect your brand online

1. Register your trademark in as many territories as possible – and definitely in China.
2. Register products and trademarks with the EUIPO enforcement database and its equivalent elsewhere. (This is a free service and helps protect your brand at ports of entry).
3. Translate your brand – into as many direct and slightly indirect variants as possible and search regularly for these on online platforms. Report sellers for infringing activity and get listings removed.
4. If you find counterfeits, buy a sample and get to know it so you can help others – including customs – tell the difference. Be super aware in terms of customer safety.
5. Don't get too distracted from the day to day business... you can win – and with persistence you will.
6. Don't forget we have been there, done it and got the (genuine) T-shirt. We are here to help.

**snapdragon-ip.com**

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**Talk to us today.**

**The Lair**

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