

How Vulnerable Are You?

The Ultimate Brand Protection Checklist



How protected is your brand against abuse and misuse? In today's vast digital landscape, every brand is vulnerable to intellectual property infringement in all its forms—from selling counterfeit goods or parallel imports to social media impersonation and, in some cases, phishing.

Use this checklist to determine your level of brand protection coverage—and where you may be unknowingly exposed.

Register your trademark in all regions in which you plan to sell. First and foremost, register your trademark and related intellectual property symbols with the governing bodies of each territory in which you plan to sell.

Have clear guidelines around the use of your trademarks. Include specific rules around your marks, including photography of your products, and when and how they are allowed to appear online.

Keep an allowlist of your resellers. When it's time to identify unauthorized activity, it's helpful to know who is authorized to distribute your products.

Have a set strategy with your distributors. Maintain friendly distributor relationships by managing expectations and having clear regulations around what, how, and where they can resell.

Regularly monitor all authorized distribution channels to ensure compliance. Routinely check in on authorized resellers and manufacturers to ensure no misuse occurs, whether intentional or not.

Register more than one web domain for your brand and products. To reduce phishing, a standard method of digital fraud, register multiple domains (URLs) for your brand and set up redirects. Enforce against URLs that are infringing on your brand.

Continuously monitor:

All forms of social media: Surveil social media marketplaces for unauthorized selling and watch for impersonation attempts.

Search engine platforms: Keep tabs on leading global search engine platforms such as Google, Yahoo!, Bing.

Mobile apps and app stores: Quickly identify nefarious behavior on all major app stores and third-party app stores.

Domains and websites: Track data changes in zone files, DNS, and website content.

Centralize your brand protection workflow management. For efficiency and effectiveness, track and monitor the status of your brand security all in one place, from the initial identification of threats through enforcement.

Find the source of the abuse. Save time and money by identifying full brand abuse networks, providing the ability to remediate multiple violations, and streamline takedown efforts.

Missing a lot of checkmarks? Understand where your brand is most vulnerable by getting a complimentary custom brand abuse risk analysis.

