

FICPI 13th Open Forum

SESSION 2:

Electronic disclosures as source of Infringement

***Convey approach to
Internet Brand Intelligence***

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Internet: some numbers...

□ March, 31 2011
2.095.000.000

Internet Users
 all over the world

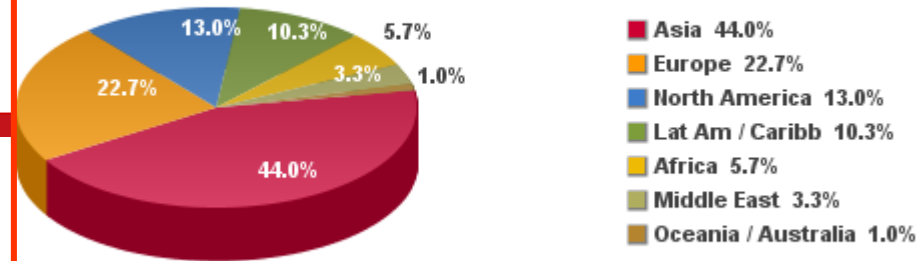
- Growth '00 - '11 = **480.4%**
- Average penetration rate on overall population = **30,2%**

□ **In Italy:**

- ✓ **30.026.000**
- ✓ **127,5 %**
- ✓ **49,02%**

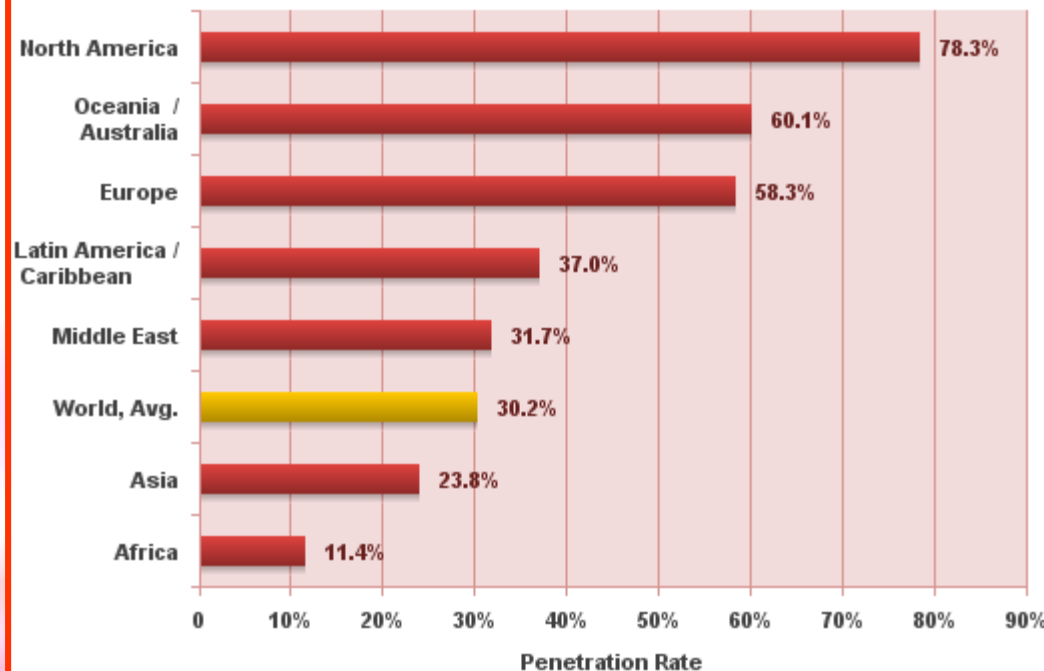
Source: Internet World Stats 31/03/2011

Internet Users in the World Distribution by World Regions - 2011



Source: Internet World Stats - www.internetworldstats.com/stats.htm
 Basis: 2,095,006,005 Internet users on March 31, 2011

World Internet Penetration Rates by Geographic Regions - 2011



Source: Internet World Stats - www.internetworldststs.com/stats.htm
 Penetration Rates are based on a world population of 6,930,055,154 and 2,095,006,005 estimated Internet users on March 31, 2011.
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Internet: some numbers...(2)

- ❑ **255 millions websites** (12/2010)
- ❑ **152 millions blogs** (fonte: BlogPulse 2010)
- ❑ **202 millions “Domain Names”** (TLD 2010, + 7% su 2009)
- ❑ **2 billions videos seen on YouTube.com per DAY** (2010)
- ❑ **5 billions images on Flickr** (09/2010)
- ❑ **36 billions images uploaded on FaceBook per YEAR** (2010)
- ❑ **25 billions Twitts sent** (2010)
- ❑ **90 trillions e-mails exchanged per YEAR** (2010)
- ❑ **294 billions e-mails exchanged per DAY (89% “spam”)**

The impact of Internet on Trademarks

- ❑ **Positive** → it's the most powerful Media to search informations, buy and sell products, exchange opinions and experiences for millions users/consumers/companies/firms/distributors/resellers
- ❑ **Drawbacks** → Trademarks are extremely exposed to different hazards: counterfeiting, piracy, IPR abuses, citations in dangerous contexts, negative “buzz”, reputation threats, ecc.



Do we really have our Trademarks under control?

Do we truly know **WHO is using our Trademarks** on the Web and **HOW?**

Brand owners just know few **evident and explicit uses** of their brands over the Internet

They have little or no knowledge at all of **suspicious, distorted and hidden uses** of their brands, and they **cannot effectively contrast abuses and counterfeiting** over the Internet



BUT HOW CAN WE DETECT SUCH ILLICIT SITUATIONS, AND HOW CAN WE DISCOVER WHO IS USING/ABUSING OUR BRANDS?

THE VASTNESS OF INTERNET AND ITS EXTREME COMPLEXITY CREATE AN IMPELLENT NEED OF INNOVATIVE METHODOLOGIES AND SOLUTIONS

The most frequent brand abuses on the Web

- **“Domain Name” or “Internet Domain” abuse**
 - Ex. Multiple names “brand”+ other noun (fakeguccibag.com; panerai.bestwatches.net)
 - **Counterfeiting Associations**
 - Explicit: using typical terms (replica, knock-off, imitation, fake, copy, etc.)
 - Implicit: detectable by further investigation (ex. price, packaging, shape, etc.)
 - **Brand Distortions/Misspellings**
 - ex. “scientific” *typosquatting* ([gucvi](#); [g8cci...](#));
 - ex. “sounding” (DOP/IGP) ([cucci](#); [gorganzola](#); [borgonzola...](#));
 - **Brand Citations in immoral/illegal contexts**
 - ex. pedo-pornography; racism; gambling, etc.
 - **Brand “parasitic uses”**
 - ex. unnecessary or pseudo-descriptive citations ([tiffany lookalike](#), [tiffany inspired](#), etc.);
 - **Brand hidden uses (source code readable/not readable)**
 - ex. MetaTags in HTML, Javascripts
 - **Brand “spamming”**
 - ex. Splogs (“*Spam Blogs*” with “stolen contents” full of brand abusive citations) and “*Link Factories*”
 - **“Keyword-Advertising” Abuses**
-

Trademarks Internet abuses: a 2.0 criminal industry

- Basing on our prior studies and experiences in various fields, such as “Pharma”, “Luxury”, “Fashion”, “Software” and “Online Gambling”, we believe that, Brand Abuses and Counterfeiting have become **true “industrial” phenomena**, lead by **criminal or near-criminal organizations**, who act methodically in a worldwide scenario and in a **vast scale**.

 - In this context, we proved that **Social Media** play a key role in vehiculating a huge amount of illegalities. **The vastness of Web 2.0**, with its multiple links and hidden connections, grants an ideal webbing for Brand abuses and counterfeiting, **raising the complexity level of analysis and comprehension**.
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Self-made intelligence... effortful and “result-less”

- ❑ A willing Brand owner could start self made Internet “intelligence” actions, which are extremely **time and resource consuming**.
 - ❑ Final results will be tens or hundreds of single pages containing some kind of abuse, but **no knowledge at all about their relations, connections and networks**.
 - ❑ This scenario can't lead to successful enforcement actions: we'll just hit “leaves”, but we won't cut down “trees” and clear “forests”.
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Detecting Brand Abuses and Counterfeiting: Strategic Intelligence

- We detect a first set of pages with suspicious citations of Customer's Trademarks, retrieved through specific queries on common Search Engines, with a particular focus on Social Medias;
- We automatically parse the retrieved pages and, using our proprietary *Convey Focused Crawlers*, we follow every hyperlink citing Customer's Trademarks, deepening retrieval to different levels to broaden the results and overcome the limits of commercial S.E.

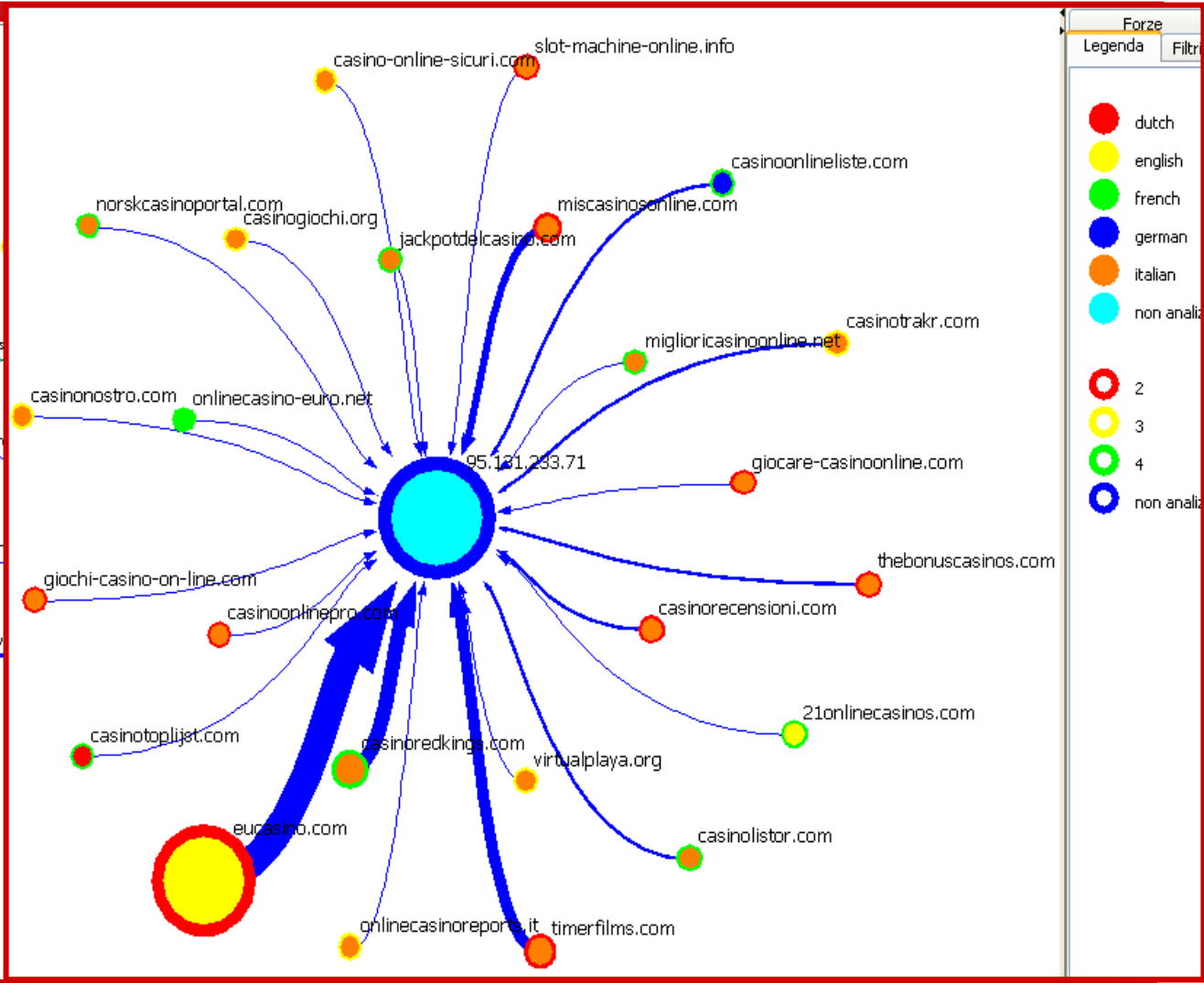
- We have now collected hundreds of thousands of Web pages citing TMs: a deep analysis performed by Convey Intelligence & Knowledge System (I&KS) detects the ones conveying piracy, illegal sales, counterfeiting and brand abuses, and starts further technical analysis;
- We classify results in strategic typologies and detect hidden relationships, networks and clusters, in order to address Customer enforcement actions to the most wide and dangerous targets.

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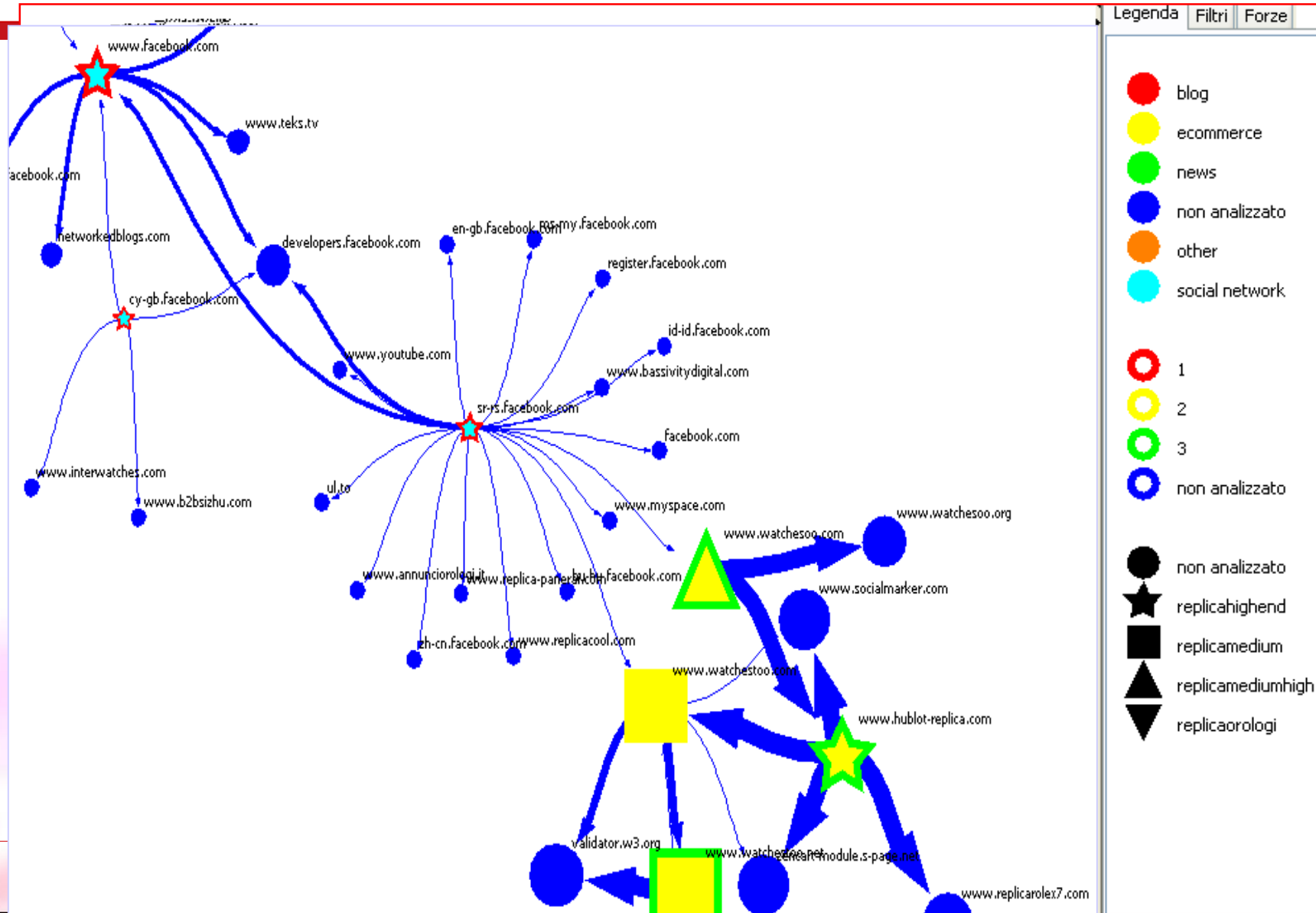
Strategic Intelligence: finding main targets (Gambling)

Fonte: Output da elaborazioni della piattaforma Convey K-Brand (2011)



Strategic Intelligence: detect and analyze illegal networks (Luxury)

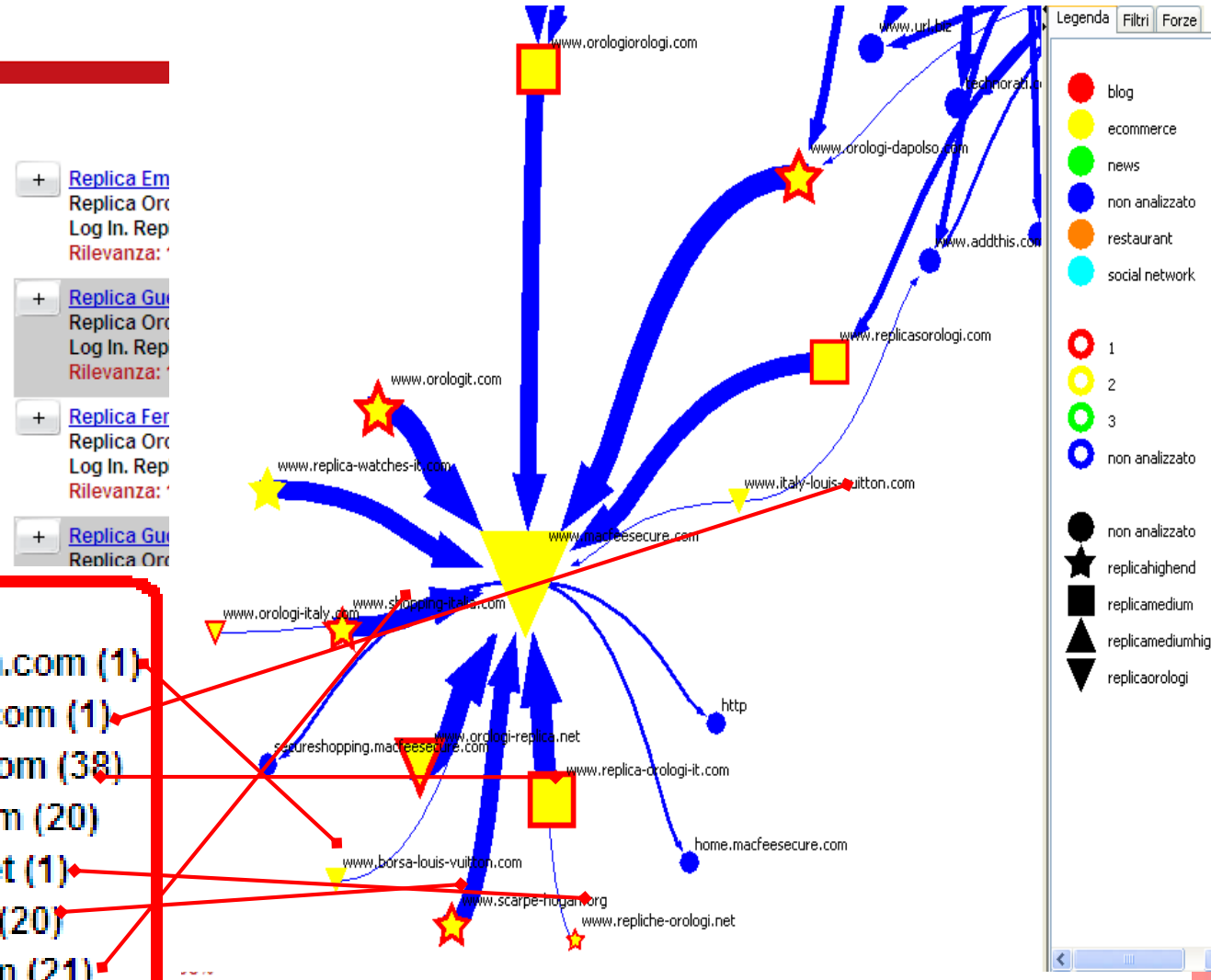
Fonte: Output da elaborazioni della piattaforma Convey K-Brand (2011)



Strategic Intelligence: detect and analyze illegal networks (Luxury)

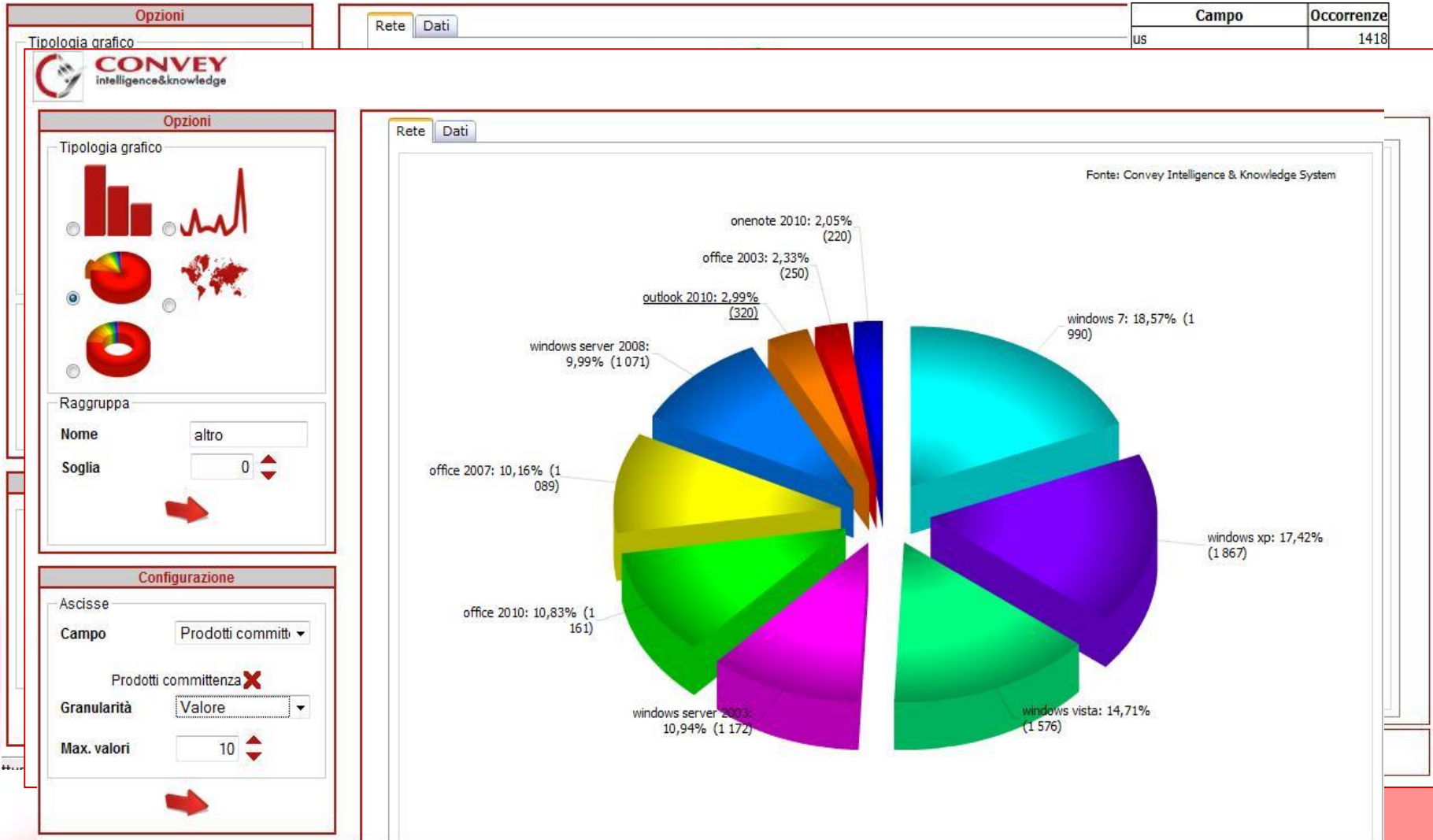
- IP server (7)**
- 79.142.64.106 (1)
 - 79.142.64.108 (1)
 - 79.142.64.114 (1)
 - 79.142.64.117 (21)
 - 79.142.64.119 (38)
 - 79.142.64.120 (20)
 - 79.142.64.149 (20)

- Dominio reference (7)**
- www.borsa-louis-vuitton.com (1)
 - www.italy-louis-vuitton.com (1)
 - www.replica-orologi-it.com (38)
 - www.replicasorologi.com (20)
 - www.repliche-orologi.net (1)
 - www.scarpe-hogan.org (20)
 - www.shopping-italia.com (21)



- + **Replica Em**
Replica Oro
Log In. Rep
Rilevanza: ...
- + **Replica Gu**
Replica Oro
Log In. Rep
Rilevanza: ...
- + **Replica Fer**
Replica Oro
Log In. Rep
Rilevanza: ...
- + **Replica Gu**
Replica Oro

Strategic Intelligence: Classifications and Statistics (Software)



Outputs for Brand owner enforcement actions (1)

- For each Network discovered leading counterfeiting, brand abuses and illegal sales we supply a report containing:
 - Network Name
 - Clusterization Criteria
 - Relevant Data and Visual Statistics
 - Crawling levels
 - Top Level Domain Classification
 - Language Classification
 - Server Localization
 - Content Classification
 - Involved Owner's Trade Marks
 - Involved Products per Owner's Trade Mark
 - List of IP Addresses
 - Network Visual Map
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Outputs for Brand owner enforcement actions (2)

For each IP belonging to the Network, we supply:

- List of **Domain Names**, for each:
 - WHOIS Details, if available (Registrant data, Registrar data, ecc.)
 - Relevant Data and Statistics, in particular:
 - Citations of involved Owner's Trade Marks
 - Citations of involved Products per Owner's Trade Marks
 - List of Internet Domains (3rd level or more)

 - For each **Internet Domain** (3rd level or more) belonging to a Domain Name we can supply:
 - Number and URLs of discovered pages
 - URL and Source Code of one relevant page and one screenshot with visible abuse.
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CONVEY

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Thank you...!



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