



DATA SHEET



KEY BENEFITS

Protects Brand Consistency and Quality

VeriSign Anti-Counterfeit Goods Service scans proactively for counterfeiting activity and notifies designated personnel immediately of high-priority incidents, thereby helping organisations move quickly to prevent losses.

Leverages Global Relationships

Long-term stability, worldwide relationships, and leadership in providing security, naming, and communications services give VeriSign access to information and assistance that many vendors cannot match.

Provides Comprehensive Services

Anti-Counterfeit Goods Service scans for potential counterfeiting activity; detects, distills, and prioritises incidents according to customer-defined criteria; and provides a centralised portal for managing and analysing incidents.

Streamlines Case Management

The Web-based case management center reduces administrative burden and shortens response time by providing a central point for viewing, analysing, tracking, and referring incidents.

VeriSign® Anti-Counterfeit Goods Service

The Internet's anonymity and global reach make it an ideal medium for selling counterfeit goods. Counterfeiters leverage popular brand names to sell fraudulent products and services to unsuspecting consumers or people who want the cache of luxury brand goods for a lower price. In some cases, they steal the organisation's intellectual property to produce their own products, while in others they simply produce cheap copies and label them with a brand name. Counterfeit goods are often inferior in quality and may be ineffective or even deadly. Furthermore, they divert revenue from legitimate companies, serve as a means for criminal organisations to launder money, and damage brand equity. Monitoring globally for the online distribution of counterfeit products is a serious concern for businesses, and one that requires thorough searching and accurate detection.

VeriSign® Anti-Counterfeit Goods Service helps organisations prevent counterfeiting, product falsification, and loss of intellectual property by providing early warning of potential counterfeiting activity and enabling analysts to respond rapidly to incidents. The service is comprised of finely-tuned incident detection, prioritisation, analysis, and case management tools. Built on VeriSign's proven infrastructure and strengthened by VeriSign's global relationships and seasoned analysts, Anti-Counterfeit Goods Service helps organisations protect revenue, maintain brand quality and consistency, and preserve consumer, supplier, and partner confidence—all while alleviating the burden associated with an in-house fraud monitoring infrastructure.

The service helps organisations detect and monitor the following types of incidents:

- Sale or distribution of like-sounding products and/or information that could be used to perpetrate fraud
- Unauthorised Web sites that include content consistent with the organisation's brands or identity
- Spam emails that use the organisation's brands or identity to obtain private, high-value information (phishing)
- Domain names that use the organisation's brands or identity to mislead consumers
- Leaked intellectual property or other information that could be used to facilitate fraud
- Online discussion of ways to perpetrate fraud or circumvent an organisation's anti-fraud measures (e.g., Usenet groups, message boards, and chat rooms)



Where it all comes together.™

Minimises False Positives

Customer-specific search criteria and context-based incident detection help ensure that incident results are accurate, relevant, and organised.

Reduce In-House Administrative Costs

The VeriSign services model saves organisations time and money by reducing or eliminating staffing, training, maintenance, and upfront capital expenditures.

“According to the World Customs Organisation, more than \$600 billion in pirated and counterfeit goods flooded the world market in 2005.”¹

¹ The U.S. Patent and Trademark Office, Small Business and IP Theft, Key Statistics, www.stopfakes.gov/smallbusiness, as of October 2006.

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www.Verisign.co.uk
for more information,
or call 0800 032 2101.**

+ Customer-Specific Search Criteria

Anti-Counterfeit Goods Service search criteria are based on an in-depth facilitated session between VeriSign experts and key representatives from the customer's organisation. The objective of this process is to clarify the organisation's unique concerns and then identify potential sources of counterfeiting activity, define suspicious incidents within these sources, and prioritise the incidents.

- **Identify potential sources of counterfeiting activity** – Specify the Internet sources to be targeted by the service (e.g., auctions, chat rooms, peer networks, email spam, Usenet groups, message boards, blogs, Web pages, domain names, and images).
- **Define incidents** – Decide what text and images within a given source are relevant—and in what context.
- **Prioritise incidents** – Determine the order in which incidents should be addressed.

Based on the decisions made during the session, VeriSign analysts use a disciplined, iterative process to set up, test, and refine customer-specific rules for incident detection and prioritisation.

+ Context-Based Incident Detection and Prioritisation

The service's advanced detection engine identifies suspicious words and images, and then determines whether their use together on the same Web page likely indicates counterfeiting activity. The detection engine also uses specialised image recognition technology to search for logos or other images that match the organisation's brands. Similar to fingerprint-matching, this technology breaks the image into sections and component parts. Then, it applies context-matching rules to determine how many of the components match the organisation's logo. If the detection engine discovers suspicious information, it categorises and prioritises it, and then forwards it for analysis—within hours of discovery. In each case, detection and prioritisation is customised based on the organisation's needs and industry.

+ Streamlined Analysis and Case Management

The Anti-Counterfeit Goods Service case management tools—accessed via a standard Web browser—provide a secure environment for viewing and analysing incident details, efficiently tracking case management tasks, referring incidents to cross-functional teams (e.g., brand management, legal, IT, and security), and responding quickly to actual threats. Organisations can assign in-house personnel to route incidents, or they can offload incident analysis and management to dedicated VeriSign analysts.

An archive and advanced search and reporting tools enable users to quickly find and compare specific types of incidents; view incident response status; and preserve incident-distribution history for tracking and other purposes. Depending on their role, users can change rankings and other incident classifications, get SMS text messages, and label incidents according to the focus of their job.

+ Proven Services Model

Many organisations do not have the personnel, infrastructure, intelligence-gathering capabilities, or relationships to effectively detect, organise, and analyse counterfeiting incidents in house. Anti-Counterfeit Goods Service is delivered via VeriSign's intelligent infrastructure, which powers billions of Internet interactions daily. By leveraging VeriSign technology and expertise, organisations alleviate the time, cost, and complexity of implementing and maintaining brand monitoring services.