

**Every brand needs
their heroes.
Every hero needs
superpowers.**

CASEMATE
dh | anticounterfeit™

**Welcome
to our
world!**

This is us

We are proud to have as our company tagline: "For a safer world". It may seem bold and out of context for an IT solutions company to make such a statement – to have such visions – but the fact is all of us fighting counterfeits are contributing to a safer world.

Protecting your brand is sometimes considered as a selfish thing to do, but that could not be further from the truth. The counterfeit industry is run without any safety, health or environmental responsibilities, leading customers to ask themselves questions like: "Who made this bag? Out of what material?"

Our software solution helps companies protect their brand and ultimately makes the world a safer place. However, we feel it is our responsibility, as a company and fellow humans, to take this even further. In 2018, we will be focusing on one of the darkest sides of counterfeiting: slavery. We are a proud sponsor of the organization Free the Slaves, and have recently launched a fundraising to support their work. You can find more information about this on our website and in the last pages of this brochure.

We sincerely hope you will also be a part of our vision.

Counterfeit

Definition: "A deliberate attempt to deceive consumers by copying and marketing goods bearing well-known trademarks."

Counterfeits are illegal copies which can have a serious effect on the health and safety of the consumer.

The global economic value of counterfeiting and piracy could reach 2.3 trillion USD by 2022.

Counterfeits are produced at non-controlled premises where both child labor and environmental crimes are common.

It is an undeniable fact that counterfeits also help fund activities such as terrorism.

Brand protection

The trademark and IP rights are some of the most important assets for a company. As a result of the rise of internet commerce, the volume of counterfeits has escalated and brands have been forced to focus more and more on how to protect their brand.

The good news is that brands can see a return of sales by taking action against the counterfeiters. This not only prevents brand erosion, but also helps maintain consumer trust in a brand's quality and reliability.

The people engaged in protecting the brands can be anyone: from external law firms and investigators, customs, monitoring companies, to in-house brand protection teams.

The problem

Protecting a brand can be a struggle. The enemies (besides counterfeiters themselves) are time, complicated legal systems and different laws depending on which market you operate in, lengthy email threads, spreadsheets and trademark documents that are shared by all the people involved.

As case volume grows, generic solutions fail to keep up with the increased flow of information and do not allow brand protection managers to effectively track the progress of anti-counterfeiting cases. As there usually isn't an accurate system in place to collect all information directly within a case, there is little control over the deadlines of the cases and communication with stakeholders can become very inefficient.

In other words – the people protecting the brand are heroes in need of superpowers.

Our Solution!

CaseMate provides the superpowers needed by the superheroes defending the brand. CaseMate allows BP teams to run their anti-counterfeit activities on a single, web-based software solution.

SUPERPOWERS

Structure

All case information is available in one place and organized in a structured way. Direct, easy reporting from external partners, e.g. investigators and external lawyers, is possible through the External Portal. Communication between team members or external partners takes place easily within the system itself.

Intelligence

Use integrated tools to analyze and find links, connections and trends among cases, heat maps, as well as full text search. Create customized reports for different roles within the company.

Return on investment

Our statistics tool will clearly show the value of your Brand Protection efforts. The structure and intelligence of the system will allow you to increase efficiency and get a rapid ROI.

SUPERHEROES

Meet the people protecting your brand. Learn what they do, feel and need.

Factotum



Imperium



Lexus



Investigo



Probare



Percipio





Superhero **Imperium***

Brand Protection manager

The BP manager is responsible for leading the team to gather intelligence and carry out investigations against those who infringe intellectual property rights. Being the brand protection manager often feels like David fighting Goliath. Strategic decisions need to be taken in order to follow company guidelines and budget – a budget that sometimes, or even very often, can be quite limited.

As there are so many people involved, the brand protection manager has a central role. Every month is a struggle of compiling reports to get proper statistics that prove the value of the team's hard work. Inevitably, the BP manager can sometimes feel frustrated and dream of a solution that would help her or him to get more structure.

** Imperium = control/authority*

Superhero **Factotum***



Brand Protection team member

Performs all the daily operations related to counterfeiting cases, including: assigning tasks; test purchases; interacting with external counsel; web monitor and investigators; setting deadlines and reminders; as well as contacting customers and the police. They also help enforce actions against the counterfeiters, among other responsibilities.

The BP team member receives a lot of emails and reports from different sources related to all the cases they're working on, often in a very unstructured way, which makes the administrative work challenging and inefficient.

The BP team member needs an accurate system that helps them collect and store every bit of information about their cases. He or she would greatly benefit from a system that cross-checks the data in order to find the most urgent issues. This would help the team to work not only re-actively but also pro-actively.

** Factotum = right-hand man or woman*

Superhero

Probare*



In-house legal team

She or he always, or very often, possesses a legal background and performs tasks related not only to IP but also other legal matters. When it comes to counterfeiting, they would be the one running the cases.

Time is very valuable for them, as they are always very busy and need to be extremely efficient in every task they do. They often feel overwhelmed due to the amount of cases and actions they have to handle every day.

This is why they need a tool that allows them to work in a structured way. It is essential for them to get an overview of the status of all their cases and deadlines in order to prioritize cases and tasks.

* *Probare* = prove

Superhero

Percipio*



Decision maker

This can be the CEO of the company or a department manager (security manager, brand manager, etc.) – someone with the ultimate responsibility for the brand and maybe the entire company.

This person needs a good overview of what all the departments of the company do. He or she is responsible for several budgets – and has a hard job deciding who should get the bigger share and who could do with a smaller budget. If they could be presented with statistics to help them see the business value in brand protection, the decision maker could more easily assign the right budget.

Everybody understands the core value of brand protection – but sometimes it just needs to be made more tangible.

* *Percipio* = receive, perceive, grasp, apprehend, seize upon



Superhero Lexus*

External partner - Law firm

Works with several brands preparing counterfeit cases and taking legal actions. The partner feels that information is everywhere and the fact that they have one system and the client another, along with several Word/Excel files and emails, can make their work very time-consuming. They are often dealing with safety-related cases and are eager to solve them as quickly as possible.

They can also feel the stress of the brand owner, who is often working with a tight budget and under several deadlines.

What external legal partners really need is a tool that gives them an overview of all registered cases, and which allows easy communication with the client about actions taken in order to prepare a case.

* Lexus = law

Superhero

Investigo*

External partner - Investigator

Investigates and registers suspected counterfeit cases for clients. Spends most of her or his time on paperwork and emails, when instead they really want to do field work and carry out investigations.

Since they have to work with several clients at once, they need an easy, fast and intuitive tool that lets them upload information, communicate, and receive instructions on the actions that need to be taken.

* Investigo = investigate



Testimonials

"I have direct access to the External Registration portal to register suspected counterfeit cases for my client, a large consumer electronics company. I find the system straight forward to use and well-structured for uploading and tracking cases."

Tim Waring, Director, Netmonita

"Since 2012 we have direct access to DH Anticounterfeit's case management solution, using the system for one of our key clients. We have had a great experience with the system. We found the functionality excellent and the overall system is reliable, flexible and easy to navigate. All in all, it's a great tool for both us and our client."

Maura Canavan, Director, Rouse Legal, Africa

"CaseMate is helping us keep track of a huge amount of details about many cases and, equally importantly, help us cross-reference cases that we are working on with others that are pending or that we have been working on in the past. It's great to have a centralized system for our global efforts, where we can also easily obtain relevant statistics for any given time and geographical area."

**Thorunn Sigurdardottir, Senior Brand Protection Manager, PVH
(brand owners of Calvin Klein, Tommy Hilfiger, Speedo, etc.)**

Case Study Upgrading to CaseMate

Before adopting CaseMate, NXP used a complex system that depended on multiple applications, including: Outlook, SharePoint, X-Drive folder, and individual Excel sheets, as well as the React database for different purposes.

As a result, the team was losing precious working time to explain the information and manually updating all kinds of files that NXP keeps. Moreover, the information was not stored in one place where they could be easily available to all the people involved.

Upon introducing the CaseMate system into daily use, NXP began benefiting from an on-demand overview of their entire anti-counterfeiting activities and results.

Information was stored and used more efficiently and intelligently, allowing the organization to pull together data from different sources, including the possibility of importing REACT cases and data from other external partners, into a single and centralized IT solution.

Moreover, the functionalities and customer experience of the CaseMate system can be further improved and tailored to NXP's requirements through future customization.

Johan Hulshof, IP & Legal Counsel at NXP Semiconductors, was very satisfied with the results and said: "DH Anticounterfeit's system, CaseMate, enables our anti-counterfeiting team to collaborate globally and access all relevant case information in one place. The quality of our case handling has improved significantly, leading to faster turnaround of cases. Furthermore, the statistical information processed through CaseMate is very valuable for building and improving anti-counterfeiting and brand protection strategies."

FREE THE SLAVES

All of us fighting counterfeits are contributing to a safer world - preventing potentially dangerous products to reach the market. But there are many dark sides of counterfeiting, some maybe less known and obvious than others. We would therefore like to take the opportunity to highlight some of them; Slavery & Trafficking. In the year of 2018 it is a disgrace that millions of people are still in slavery.

In the counterfeiting industry, slavery and child labour is very common. We've heard about people being chained to sewing machines in highly dangerous environments and we also know that counterfeits funds the trafficking of drugs, people, sex and wildlife.

Therefore we have chosen to partner with the organization Free The Slaves to help raise awareness and money. Please check our website to learn more about this initiative and how you can help us make a difference!



Sources 1 & 2: <https://www.freetheslaves.net>



Book a demo!

Email us at info@dhanticounterfeit.com
or visit dhanticounterfeit.com/demo

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