

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

CASEMATE
dh | anticounterfeit™

For a safer world!

This is us

DH Anticounterfeit has a proud background. We have our roots in one of the leading developers of IT systems in Sweden. We got our passion for structure from them.

Together with global brands, experts of brand protection and anti-counterfeit wizards we have developed CaseMate. CaseMate is the ultimate tool for all your brand protection cases – both online and offline. It is a management system specialized in helping brands to streamline their daily BP tasks – making the team five times more efficient in handling cases.

With a strong team of experts in law, brand protection, anti-counterfeit and software development, we always strive to be in the forefront bringing our clients the latest news and updates. We believe in flexibility, transparency and responsibility with the vision of making the world a safer place.

Based on the west coast of Sweden, with clients from all over the world – we are an international company with an extensive global network. Our office is a multi-cultural work place where innovation, focus and laughter are important elements.

Counterfeit

counterfeit

/'kaʊntəfɪt, 'kaʊntəfi:t/

noun

plural noun: **counterfeits**

1. a fraudulent imitation of something else.
"he knew the tapes to be counterfeits"
synonyms: fake, forgery, copy, reproduction, replica, imitation, likeness, lookalike, mock-up, dummy, substitute, fraud, sham.

Source: Dictionary definition

- 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.
- Counterfeits most often help fund terrorism.
- It weakens the brand image and puts consumers at risk.

Brand protection

The trademark and IP rights are some of the most important assets for a company. With the rise of e-commerce, the volume of counterfeits has skyrocketed 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 on investment 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, investigators, customs, monitoring companies, to in-house brand protection teams.

The problem

We have worked with many brand protection teams over the years and they have been telling us that one of their biggest challenges is to be organized. The lack of structure when several resources are involved; lawyers, managers, brand protection service providers, investigators, customs and other external parties.

The mountains of documents. The intuition of recognizing something in a case but not being able to find the source. The risk of missing something important.

Last but not least – the inability to show the business value. Without proof of value, how can you get the budget your team need in order to accomplish their task?

For sure - it is not hard to see that the people protecting the brand are true heroes.

Our Solution

CaseMate is the result of the hard work of skilled case management developers in cooperation with brand protection managers, anti-counterfeit experts and IP lawyers.

SUPERPOWERS

CaseMate has been developed with the aim to make brand protection work more efficient by offering structure, intelligence and useful statistics. We help visualize the real business value within brand protection.

Structure

- All data in one place and in a structured way
- Easy to search for case details
- Direct, easy reporting from external partners, e.g. investigators and external lawyers

Intelligence

- Link and cross-reference cases
- Compile and generate heat maps of key targets
- Insights for the team to be pro-active

Return on investment

- CaseMate clearly shows the value of your Brand Protection efforts
- Value of seized goods
- Damage prevention values
- Structure and intelligence to gain efficiency and get a rapid ROI

SUPERHEROES

Factotum



Imperium



Lexus



Investigo



Probare



Percipio



Meet the people protecting your brand.



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 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 monitoring, investigating, 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 very often possesses a legal background and performs tasks related not only to IP but also to 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 by 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 sometimes even 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. Most often they have one system and the client another, making their work very time-consuming. Along with several disconnected Word/Excel files and emails makes their work even more laborious, 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. Instead of doing field work and carry out investigations, they're often forced to spend time on paperwork and emails.

Since they 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

"Me and my former team at Sony Mobile has been using CaseMate ever since it was a baby. It's been great to follow it's development over the years. Without it we could never have been as efficient as we were."

Ken Bonefeld Nielsen

former Head of Corporate Security Department, Sony Mobile

"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

"CaseMate is helping us keep track of a huge amount of details about many cases and, equally importantly, help us cross-reference cases we are currently working on with others which are pending or those 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 Tommy Hilfiger, Calvin Klein, Speedo etc.)

Case Study

Before adopting CaseMate, **NXP** used a complex system that depended on multiple applications, including: Outlook, SharePoint, X-Drive folder, and individual Excel sheets, along with 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 it 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. This included the possibility of importing React cases and data from other external partners, into a single and centralized IT solution.

The functionalities and customer experience of the CaseMate system were further improved and tailored to NXP's requirements through a series of customizations and upgrades.

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 SLAVES

In this day and age, there are many things to be proud of. We've come a long way. We see a new generation growing up, with strong values and a completely different view of the world. A generation that grew up in this age of information where values such as equality, ecology, justice and diversity have come close to their hearts. They force us to change. They force the market to change. All of us fighting counterfeits are contributing to a better world. Protecting your brand is all about taking responsibility. Responsibility for your company and staff, your customers and consumers, the environment and for people less fortunate than the rest of us.

We all have our own agendas. Despite the reason, by showing the good we do, we inspire others to do the same. We are sending out a message, to consumers, that we take our responsibilities very seriously.

The downsides of counterfeiting are many. An airbag that failed to save a life. A medical treatment with no effect. A charger that blew up and started a fire. These are the obvious hazards. If we look behind the scenes, we will also find child labour, trafficking, environmental disasters and slavery.

We are currently supporting the NGO Free the Slaves and their fight against trafficking and slavery. Read more about them and our funding on our website: www.dhanticounterfeit.com/for-a-safer-world

TENS OF MILLIONS OF PEOPLE ARE IN SLAVERY TODAY

RESEARCHERS ESTIMATE **40 MILLION** ARE ENSLAVED WORLDWIDE
SLAVERY GENERATES **\$ 150 BILLION** FOR TRAFFICKERS EACH YEAR



Source: www.freetheslaves.net

Book a demo!

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

CASEMATE
dh | anticounterfeit™

DH ANTICOUNTERFEIT / SPERLINGSHOLMSV. 25
HALMSTAD / SWEDEN / INFO@DHANTICOUNTERFEIT.COM