

8 extremely useful functions and niceties for brand protection

In another article we talked about the must have functionalities in a good brand protection management tool. We hope you have made the right choice! If not, you are welcome to contact us for a discussion.

A list of 8 nice-to-have functions and niceties for your brand protection work

1. Case prioritization

Brand protection teams always fall short of resources and have to prioritize the time and budget for every case. Wouldn't it be too good to be true if the digital platform helped you or the entire team to do so? Based on your team agreed parameters, a compelling brand protection management tool will help you to finish your ongoing case and take high priority first.

2. Financial tracking

We hear from many clients that managing invoices and keeping track of different service provider's budgets is a pain. The worst is that by spending time on administrative paperwork, you lose time to handle more important tasks like cases. So you need an easy function to help you track case budget and get statistics on how much each service provider have spent on what, and whether it is inline with what you initially agreed on.

3. Integration with other enforcement database

Data connection and integration is a crucial trend in the digital. Users would like to see all relevant data in one place instead of log in and log out in

many different digital platforms. Building connection between major software platforms for brand protection will be definitely a must have within near future.

4. User personal interface settings

In a larger brand protection team, each manager has its specific role such as product identification, online infringement, customs training, etc. It is very beneficial if each user/role can set their own working area, define its own dashboard and statistics as well as how the case overview is presented.

5. Litigation tracking

Brand protection teams normally only take the highest value target to the court and aim for a complete victory. But what if someone misses an important deadline or cannot recall what has happened in the past few years proceeding? The consequence will be devastating. The get a clear overview of the history and track each essential step of litigation.

6. Management of pictures and attachments

Digital files are exchanged through different channels and might be uploaded in different places. To find the one you need and include the right file into your case sometimes take a lot of time. With a simple full text search and a library showing all files in a case, the brand protection manager will find the correct file in a glance.

7. Automatically reduce duplicated data

It's a science to manage data duplicates. This is often a forgotten topic by IP professionals if they never have any experience with a brand protection management software before. The same as enterprise resources management systems such as Salesforce or Hubspot, overloaded duplicates of targets could completely kill the beauty of the analytics and statistics. So, make sure to ask the service provider how this issue is handled.

8. Tailored statistics

Each industry has its own business intelligence that is unique from others. Besides the standard seizure quantity, number of cases etc, an advanced statistics module would give users the possibility to combine the needed data and apply filters in order to get tailored statistics that answer specific questions.

If you have additional requirements on your checklist for a great brand protection management tool, please let us know. I hope this series of articles has given you further insight into the importance of having the right digital tools for brand protection management.

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