

## **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 compilation of 8 advantageous functions and conveniences for your brand protection efforts:**

### **1. Case Prioritization**

Brand protection teams perennially grapple with resource constraints, necessitating the prioritization of time and budget for each case. Imagine a scenario where a digital platform assists you or your entire team in this endeavor. A robust brand protection management tool, aligned with your team's agreed-upon parameters, can aid in efficiently managing ongoing cases, giving precedence to high-priority ones.

### **2. Financial Tracking**

Many clients express the challenges of managing invoices and monitoring various service providers' budgets. Engaging in administrative paperwork not only proves tedious but also diverts time away from critical tasks, such as handling cases. To streamline this process, an essential function is needed to effortlessly track case budgets, providing statistics on each service provider's expenditures, ensuring alignment with initial agreements.

### **3. Integration with Other Enforcement Databases**

In the digital landscape, data connection and integration play pivotal roles. Users seek a unified platform where all relevant data resides, eliminating the need to navigate through multiple logins.

Establishing connections between major software platforms for brand protection is poised to become a necessity in the 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 circulate through various channels and may be uploaded to different locations. Locating the necessary file and incorporating it into your case can be time-consuming. A brand protection manager, equipped with a simple full-text search and a comprehensive library displaying all case files, can swiftly identify the correct file at a glance.

#### 7. **Automated Reduction of Duplicated Data**

Managing data duplicates is a nuanced task often overlooked by IP professionals unfamiliar with brand protection management software. Similar to enterprise resource management systems like Salesforce or HubSpot, an excess of duplicates can significantly undermine the clarity of analytics and statistics. It is crucial to inquire about how service providers handle this issue.

#### 8. **Tailored Statistics**

Every industry possesses unique business intelligence distinct from others. Beyond standard metrics like seizure quantity and case numbers, an advanced statistics module empowers users to combine and filter data, generating tailored statistics that address specific queries.

If you have additional requirements for a top-tier brand protection management tool, please share them with us. I trust this series of articles has deepened your understanding of the significance of having the right digital tools for brand protection management.

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