

BrandCleaner AuctionManager

Keeping a close eye on your brand

The Internet is a paradise for illegitimate retailers who make money infringing your company's intellectual property. Introducing BrandCleaner's AuctionManager: a software tool that allows you to intelligently track down illegitimate retailers infringing your valuable trademark, images, copyrights or other intellectual property on the eBay marketplace, allows you to fight those illegal sellers 24 hours a day, and eliminate their infringing auctions quickly and easily.

The risks

The Internet remains a medium that is difficult to control. It is too big, too fast, too confusing, and it never goes to sleep. That is why the Internet, and eBay, is a place where online criminals flourish; and often brand owners will not be aware of the full extent of the problem they face. The following are some examples of the typical risks that companies face in an online environment:

1. Third party use and misuse your intellectual property (Infringing & Counterfeit goods)
2. Suppliers distributing illegal production. (Gray Market goods).
3. Clients or retailers breaching resale or territory agreements. (Parallel Imports)
4. Supply-chain losses offered as retail goods. (Stolen goods)

The current situation

eBay is time consuming and expensive to police; sellers are hidden all over the world and communicate in various languages. Most illegal sellers on eBay are too small and insignificant to prosecute formally. That's why the companies that are their victims often conclude "We would like to do something about eBay, but the results do not justify the expense".

***Do you think:
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justify the expense"?***



The solution

BrandCleaner takes a different approach. Our first aim is to discourage illegal sellers through a policy of demotivation. That is to say: our tool frustrates illegal sellers whenever possible by automatically eliminating suspect auctions according to custom rule-sets developed in conjunction with our customers IP policies. Our tool compels these sellers to fight to retain every square inch of ground in order to discourage 95% of them. The stubborn remainder can then be dealt with through more traditional legal means.

A secondary objective of BrandCleaner's is to offer full support to prepare any form of legal action. BrandCleaner does this by creating and maintaining a digital file history of all auctions removed so that the relevant facts can be used effectively and efficiently once the procedure starts, and so allows your legal counsel to work faster and more efficiently.

Prevention

Another advantage of using AuctionManager is its preventive effect. By actively communicating that you are working together with BrandCleaner (on "Security and Loss prevention"), you send a clear message to potential criminals, your partners, suppliers, customers and employees. They will realise that you do not sit idle, but take active and effective measures, including legal measures, to protect your company's rights online.

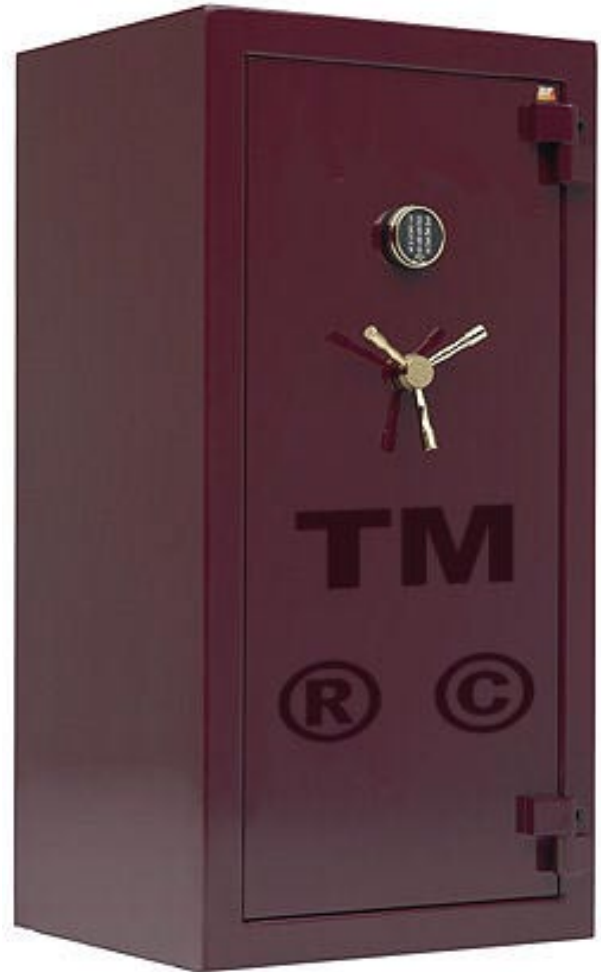
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Your company and BrandCleaner

We can provide your company with the software and services you need in order to assist you to protect your company's intellectual property rights on eBay. Misuse of your company's brand or any other intellectual property will be actively policed, and infringement will be limited, effectively protecting your company's valuable intellectual property and image. By keeping a close eye on your products (24/7/365) you are implicitly adding value to your brand.

A further advantage of AuctionManager is that it can assist in tracking down stolen goods. In other words: our software can fit the needs of not only your company, but also the prosecuting authorities and insurance companies.

Whether your company is looking for a software tool to control your brand's presence on eBay, or a fully outsourced eBay scanning service, BrandCleaner is perfectly positioned to work with you to address your company's IP issues on eBay.



The conclusion:

- Quickly and effectively deal with your eBay problem
- Ongoing automatic auction scanning and removal
- Comprehensive reporting on all aspects of your eBay problem
- Dramatically increases efficiency
- Immediate and demonstrable return on investment

*BrandCleaner AuctionManager:
the all-in-one solution for eBay*

**For a live demo on your company's brand contact us at:
info@brandcleaner.com or call +31 20 422 0141**