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EXECUTIVE SERIES:
INTELLECTUAL PROPERTY






Who You Gonna Call? Fighting Brand Impersonation and Cyber Fraud Online

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Brand Management

Brands include

- Trademarks
- People/Celebrities
- Reputation
- Experience/products and services

3 C'S of Brand Management: clarity, consistency, constancy

Foundation: know your audience, cohesive messaging, long term



"Your brand is the single most important investment you can make in your business."
 Steve Forbes, Editor-in-Chief of Forbes Magazine



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Why is Brand Management Important?

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Brand Management - Components and Considerations

Internal Tools:

- Research/social & cultural insights/monitoring considerations
- IP
- Publicity Rights
- Content Review
- Advertising
- Agreements
- Regulatory Considerations and Compliance
- Media
- Technology
- Privacy
- Social and digital media

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Brand Management

- Players
- Government/Regulatory
- Third-Parties

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Traditional Brand Dissemination & Enforcement

Types of Advertising

Traditional Media – Broadcast and Print Advertising (broadcast/tv, radio, newspapers, magazines, direct mail, D2C, B2C, billboards)

Digital Advertising Via online Media/Channels (social media, email, influencer native advertising, search/paid search engine marketing, display/banner ads on landing pages/apps, mobile, audio ads, video ads, affiliate marketing, video ads)

Emerging Media Advertising (podcasts, video sharing (TikTok/Snapchat/Twitch), gaming, real world and virtual/augmented (AR) world platforms, audio streaming (Spotify, iHeartRadio), programmatic/use of automated media platforms to deliver)

**Monitoring
Enforcement**



Emerging Media Trend – Summer 2024 statistic that 85% of marketers have incorporated emerging media as part of advertising campaign

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Brand Management External Threats

- **Brand Impersonation**
- **Threats of Brand Impersonation**



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Fighting Brand Impersonation

Brand Protection (a/k/a Enforcement) is a key component of a Brand Management Program

- Bottom Up Brand Protection
- Top Down Brand Protection



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Brand Management – Dark Web Monitoring

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What is the Dark Web

Clear Web

Deep Web

Dark Web



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Between the Devil and the Deep, Dark Web

- What is it
- Why does it matter
- How to use the dark web for brand protection



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Dark Web Access

- You'll never be able to accidentally access the dark web
- Onion Address
- Hotbed of criminal activity
- IRCs, Discord, and Telegram



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DEMO



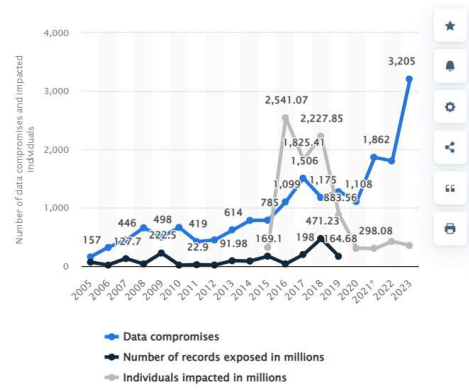
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Why dark wen enforcement matters

- Data breach
- Cybercrime
- Data compromises
- Ransomware
- Business email compromise
- Beyond monetary cost

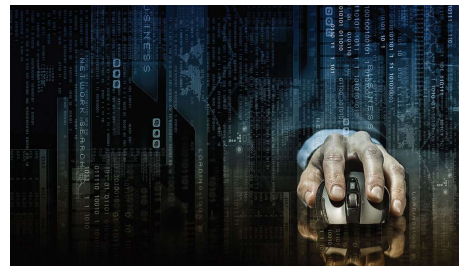


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Dark Web Analysis

- Complex
- Requires diligence, expertise
- Proactive
- Integrates technology



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Tips For Brand Management On The Dark Web

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1. Dark web monitoring
2. Dark web financial trends
3. Enforcement of infractions and illegal content
4. Coordinate with law enforcement, brand protection networks
5. Education
6. Stay current
7. Utilize dark web for business intelligence
8. Develop crisis response process



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Who You Gonna Call?

Ghostbusters:

- Internal
- External



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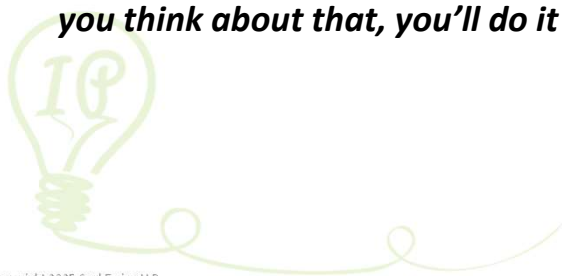
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Quotes

"Most people are nothing but pawns on a chessboard led by an unknown hand." - Dark (Netflix series)

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do it differently." – Warren Buffet




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