

Marque Guard™

At CiRO we understand the vast amount of money and energy it takes to build a respected and profitable business identity. *Marque Guard™* was built to protect and safeguard our client's intellectual property, brand reputation and marketing investments.

CiRO is able to gather physical and automated intelligence to identify violating, counterfeit and grey market retailers and websites. We utilise specialist tactics to eradicate intellectual property infringement at its source. At CiRO we advise and support our clients during the prosecution process, using our extensive PR networks to promote successes and help to prevent future attacks.

- Support and enforce our client's intellectual property portfolio including:- trade marks, copy rights, design rights, patents, intangible assets and trade secrets
- Design internal policies and procedures to enable clients to protect their own brand
- Identify websites and sources of internet based infringement using sophisticated scanning software
- Gather physical intelligence using covert investigation, purchases and monitoring
- Interact with, and engage the appropriate law enforcement agencies
- Collect and prepare evidence for civil or criminal prosecution
- Provide performance metrics that monitor success and measure recoverable losses
- Work with media teams to publicise successful IP protection campaigns in order to prevent future attacks

Working Example

CiRO was engaged by a young British fashion brand as copies and replicas of their designer clothing had begun to appear on websites, in discount clothing shops and on market stalls. Following an initial review of the situation *Marque Guard™* was initiated.

Our team of experts carried out a measured covert intelligence gathering exercise. CiRO was able to obtain samples, gather evidence of criminal retailers, locate the transportation method of the goods and ultimately source the garment manufacturing origin. The process led to several criminal and civil actions and saved the client a substantial amount of lost revenue.

Following the success of the initial operation CiRO were engaged to provide the company with a "Bespoke Risk Framework". This framework enabled their employees to cost effectively identify, define and action against future threats to the intellectual property of the business.