



BRAND GUARDE

Online Brand Protection | Reseller Investigation | Price Monitoring

Brand Guarde: Company Introduction

- Online Brand Protection Agency based out of New Orleans, LA
- Specialized in US based marketplaces (Amazon, Ebay, Walmart)
- Our Team has 20+ years experience with Online Brand Protection
- Our Team has 10+ years experience selling on Online Marketplaces
- We work across a broad spectrum of product categories



Joe Kovacs
Business Development
Brand Protection



Suzi Hixon
Intellectual Property
Lawyer



Derek Thompson
Director of Client
Services



Lauren Kovacs
Operations Manager



Paul Saucier
Investigations Team
Lead



We are your Data Partner



Advanced Web Crawling Technology

BrandGuarde is one of the fastest and most advanced scanning technologies in the industry, capturing thousands of product listings across the world's largest online marketplaces within hours.

The screenshot shows the BrandGuarde dashboard interface. On the left is a blue sidebar with navigation links: DASHBOARD, Overview, Listings, Sellers, ADMIN (Account, Admins), ACCOUNT, and Logout. The main content area has a header with 'BRAND GUARDE' and 'American Eagle'. Below the header, it says 'TOTAL LISTINGS 335'. A table displays the following data:

| Check | Status | Last Seen | Listing Title | Platform | Keyword | Seller | Item Number | Price | Shipping | Image | Info |
|-------|------------|-----------|--|----------|----------------|---|-------------|---------|---------------|-------|------|
| 1 | DISCOVERED | 1/10/2019 | American Eagle Women's Soft & Sexy Embroidered Fitted Classic T-Shirt W-20 | Amazon | American Eagle | American Eagle | B07CWD9F91 | \$19.95 | | | View |
| 2 | DISCOVERED | 1/10/2019 | American Eagle Thunderbird T-Shirt Eagle Falcon Bird Gift | Amazon | American Eagle | American Eagle Thunderbird Shirts & Gifts | B07GK3XF2X | \$39.99 | FREE Shipping | | View |
| 3 | DISCOVERED | 1/10/2019 | T-shirt American Eagle USA | Amazon | American Eagle | JU T-shirt American Eagle USA | B07HZM2QVF | \$16.99 | FREE Shipping | | View |
| 4 | DISCOVERED | 1/9/2019 | American Eagle Men's Extreme Flex Slim Straight Jean 4044 | Amazon | American Eagle | Simple Works | B07D1RPPLM | \$50.00 | FREE Shipping | | View |

BRAND GUARDE



We are your Strategists



Combining E-Commerce and Legal Knowledge

Our team has extensive knowledge of how marketplaces like Amazon function and the legal strategies to utilize to remove and prevent unauthorized resellers and counterfeiters from taking advantage of your brand. We can help your team formulate a holistic strategy and policies to address these issues.

ACTIVATION®

DEALER RESELLER AGREEMENT: Effective September 20th, 2018

CONTRACT BETWEEN Activation Products® AND DEALER

Wholesale pricing is provided by Activation Products® to "Dealer" based solely on Dealer's compliance with Activation Products®'s Terms and Conditions contained in this document. By applying for a Wholesale account and obtaining product from Activation Products® at wholesale pricing, Dealer enters into a contract with Activation Products® that is governed by these Reseller Agreement Terms and Conditions.

____ Initials

Activation Products' standard invoice terms and conditions shall apply to all product purchases. Nothing contained in any purchase order or other correspondence between Activation Products® and Dealer will modify or add to these terms and conditions. We reserve the right to modify these terms and conditions at any time.

____ Initials

Any Dealer failing to comply with this Resale Policy will face immediate termination of its account, revocation of its Authorized Reseller status, and/or further legal action. Violations of this Resale Policy or other Activation Products' policies may be reported to the Activation Products corporate headquarters at (866) 271-7595.

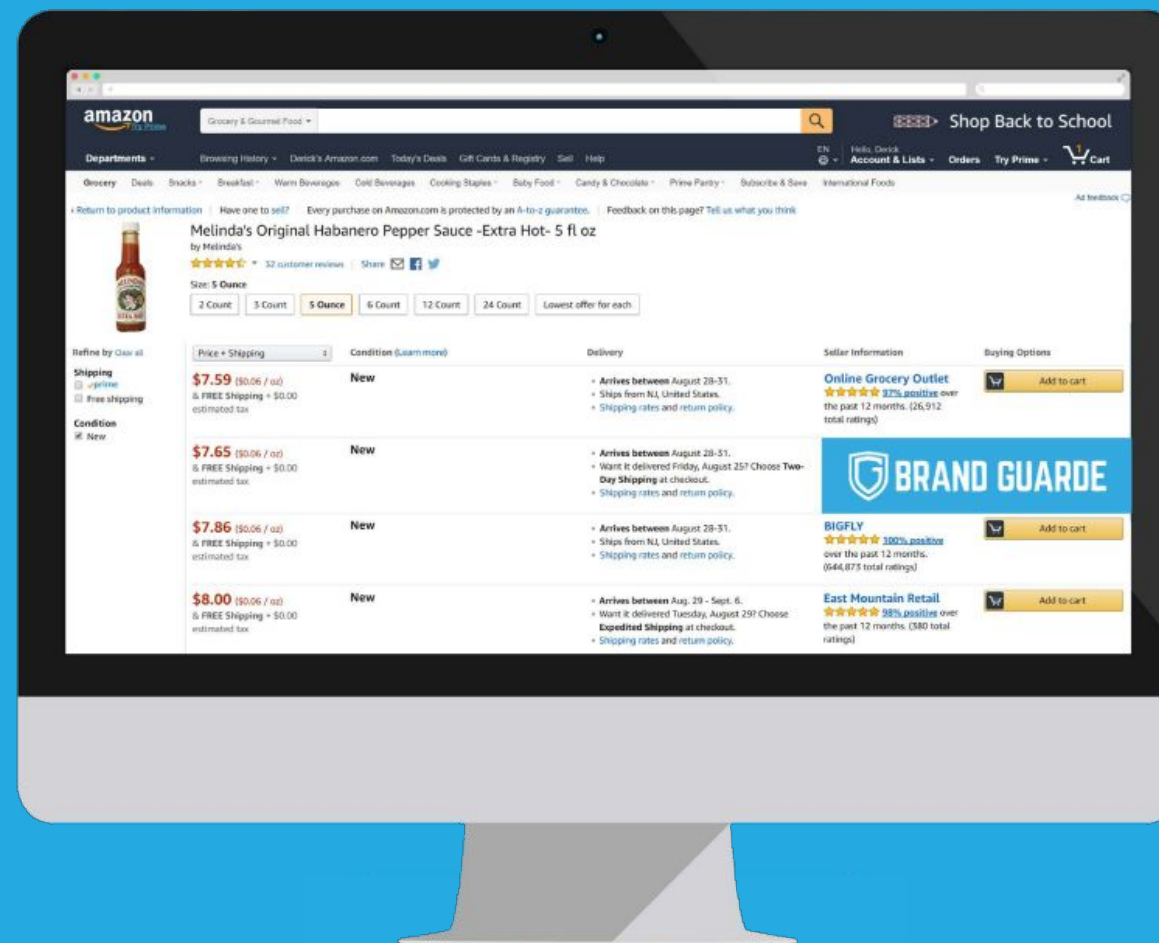
This version of the Resale Policy is effective as of September 20th, 2018 and supersedes all prior versions.

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We are your Investigators

Proprietary Investigation Process

We uncover the identities of unauthorized sellers with an 80-90% success rate. By removing the veil of anonymity, we are able to single out leaks in a brand's distribution and be more effective with direct enforcement communication.





We are your Enforcers



Multi-Phase Enforcement

There is no single solution to best fix the problem of rogue resellers.

So, we developed a 3 step approach involving:

1. Automated Case Filing
2. Direct Enforcement Communication
3. Legal Team for the most challenging offenders



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Detailed Reporting



Infringement Reports

Infringement activity reports are provided on a monthly or weekly basis. Reports can be custom tailored to the needs of the brands.



Infringer Analysis

Detailed infringer analysis for high-volume, high-threat sellers and manufacturers. Analysis can include business addresses, contacts, etc.



Real-Time Online Dashboard

Gain complete transparency into our process with real-time infringement progress tracking and detailed status reports.



Product Audit (Top 25 Ricoh Hardware)



| ASIN | PRODUCT NAME | LOW PRICE | SELLERS |
|------------|--|-----------|---------|
| B00W3F10DQ | Ricoh 407314 SP 3600DN Mono LED Printer | 219.78 | 47 |
| B00SIJUBJK | Ricoh SP 4510DN Black and White Laser Printer - 407311 | 307 | 45 |
| B00W3F0RXU | Ricoh 407305 SP 3610SF Mono LED MFP | 285.75 | 45 |
| B00SIJU8DY | Ricoh 407302 SP 4510SF Mono LED MFP | 569.64 | 44 |
| B014RMAQXM | Ricoh 407773 SP C440DN Color Laser Printer | 779 | 42 |
| B01132XDD4 | Ricoh 407482 SP 6430DN Mono LED Printer | 996.51 | 37 |
| B003Z93TRY | Ricoh 550-Sheet Feeder, Type PB1020 (406681) | 312.9 | 37 |
| B01KOYL56K | Ricoh Aficio SP 5310DN B&W Laser Printer - 407819 | 1187.81 | 32 |
| B072MCL99G | Ricoh 408137 Color Laser Printer | 266.28 | 29 |
| B072QRPFWK | Ricoh 408139 Multifunction Laser Printer | 428.88 | 26 |
| B076F8GQDB | Ricoh SP C261SFnw All-in-One Color Laser Printer | 178 | 26 |
| B01KOYKXKE | Ricoh Sp 5300dn B&W Laser Printer | 783.62 | 25 |
| B077TSDJP5 | Ricoh SP C360DNw Color LED Printer | 228.32 | 20 |
| B01I7QJZV8 | Ricoh 407809 MP 501SPF Mono Laser MFP | 2249 | 19 |
| B01N9W4BA8 | Ricoh Aficio SP C840DN Color Laser Printer - 408105 | 2500 | 18 |
| B01MSYIPWE | Ricoh 408112 Paper Feed Unit PB3240 Media Tray/Feeder | 659.48 | 18 |
| B07CNR71QV | Ricoh SP C261DNw Compact Workcentre | 129 | 17 |
| B01I7QKCTW | Ricoh 407812 MP 601SPF Mono Laser MFP | 2578.27 | 16 |

Our Process

Phase 1 - Brand Protection Audit

We review and scan the marketplace for current product listings, review company reseller lists, and current distribution policies to understand the full scope of issues your brand is facing on the Amazon marketplace.

Phase 2 - Strategic Policy Creation

A vital step in the process of Brand Protection is to make sure that your Reseller & MAP policies set clear expectations for selling on online marketplaces. We can help create updated policies to clearly govern your resellers.

Phase 3 - Investigation & Enforcement

We uncover the masked identities of 3rd-party sellers. This service allows us to get to the individuals responsible and hold them personally accountable. We can then begin our direct enforcement process.

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Brand Protection Audit



Reseller Policy Creation



Automated Notices



Seller Investigations



Multi-Step Enforcement



Real-Time Reporting



Ongoing Monitoring



Our Promise

Remove **90%** of Unauthorized Resellers in **90** Days or less



Legal Team

10 %

35 %

Automated Notices

55 %

Direct Enforcement

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Case Study: Supplement Category

The Problem



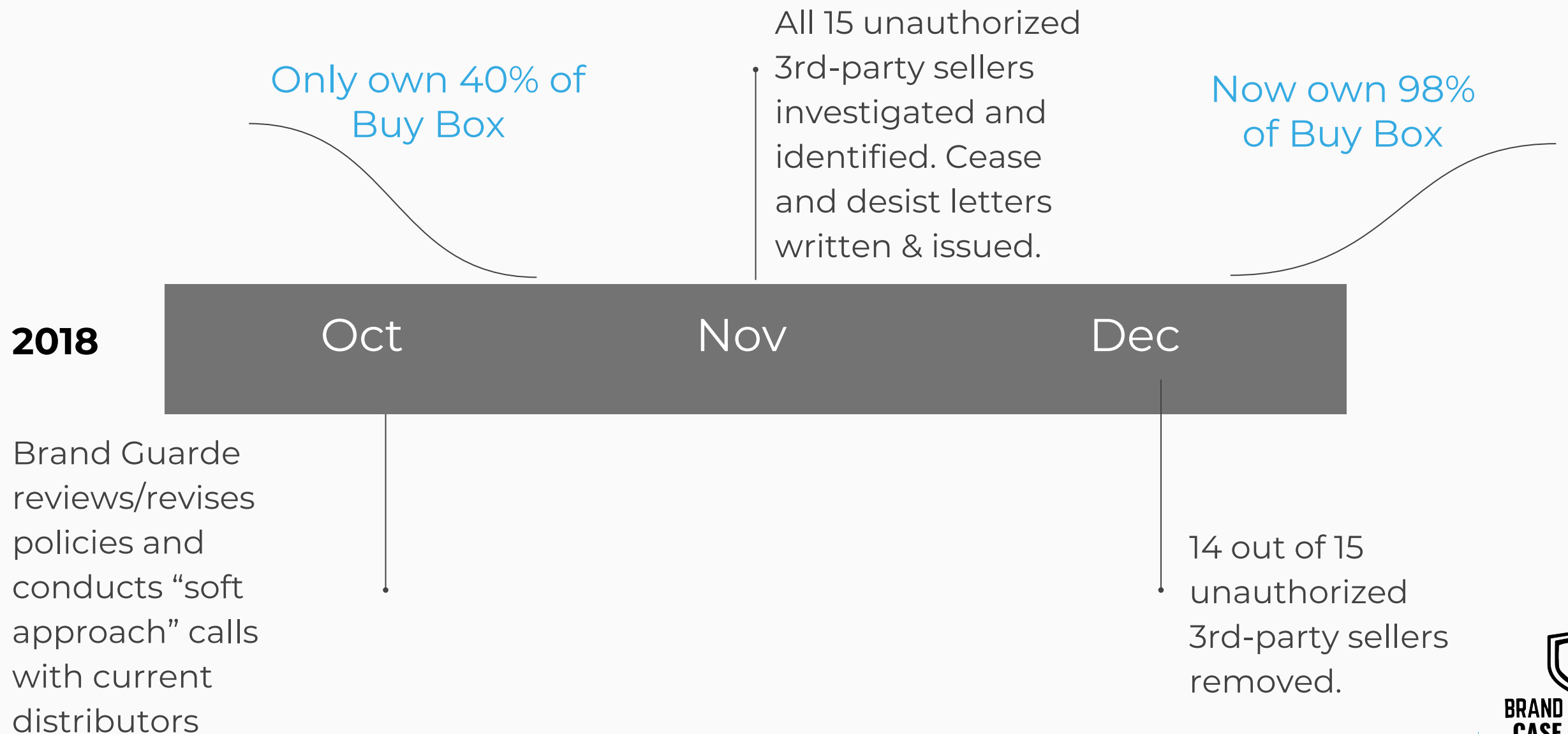
Unauthorized
3rd-party sellers
violating minimum
advertised price on
Amazon

Brand Guarde **Process**

- 1.) Brand Protection Audit: Revised and wrote a new MAP Policy and Reseller Agreement
- 2.) Cross-checked current distribution partners
- 3.) Published new reseller agreement and MAP policies on the client website
- 4.) Investigated 15 resellers and conducted “soft-approach” phone calls with all distribution partners selling on Amazon
- 5.) Issued Cease and Desist letters to all unauthorized sellers (physical C&D letters sent to home and business mailing addresses)
- 6.) Ongoing listing monitoring and enforcement as needed

Double Buy Box Percentage

Wise Woman Herbals had seen monthly revenue declining for third quarter sales due to a high quantity of sellers on the listings of their flagship products. After removing 93% of resellers in 8 weeks, Wise Woman Herbals buy box ownership doubled and sales increased 50% over 3 months.





Case Study: Office Supplies Category

The Problem

SmartSign

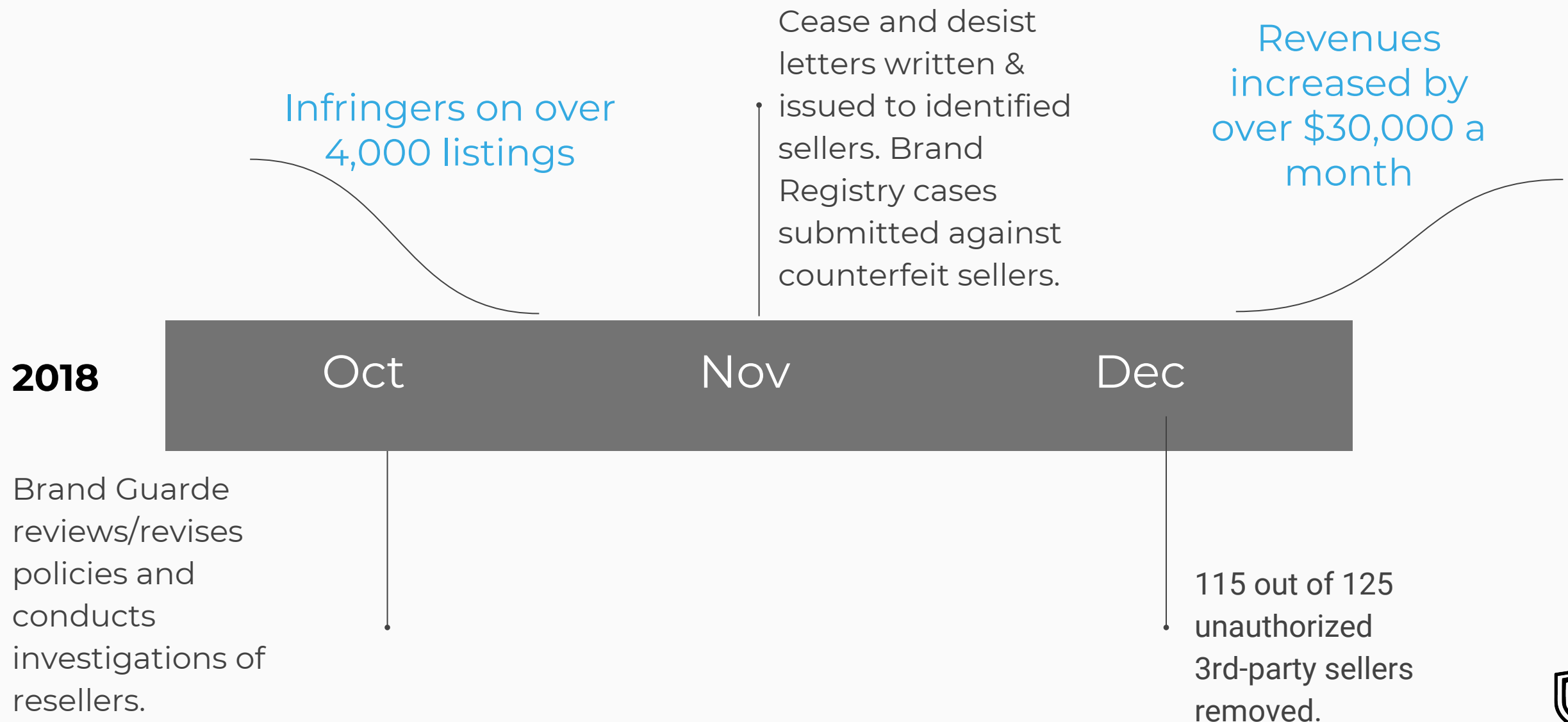
Multiple counterfeit
& unauthorized
3rd-party sellers
stealing sales

Brand Guarde **Process**

- 1.) Brand Protection Audit: Revised and wrote a new MAP Policy and Reseller Agreement
- 2.) Published new reseller agreement and MAP policies on the client website
- 3.) Identified 56 resellers and issued Cease and Desist letters to all unauthorized sellers
- 4.) Test buys completed and 38 Brand Registry cases submitted against counterfeit sellers

Removed 115 Resellers in 12 weeks

Smart Sign was consistently losing revenue due to a high quantity of rogue sellers on several thousand of their listings. After removing 92% of resellers in 12 weeks, Smart Sign buy box ownership is over 90% and revenues increased by \$1000 - \$1500 a day.





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