

SUCCESS STORY



THE PROJECT

During the Covid-19 pandemic Levi's® experienced a 100% increase in online counterfeit sales and gray market activity. BrandShield monitored the digital sphere, detected infringements for Levi's, prioritized them and carried out the successful takedown process.



OBJECTIVES

- Map Levi's online brand violations and prioritize them
- Remove websites selling counterfeits
- Take control over Levi's digital footprint including:
 - Counterfeit sales
 - Unauthorized sellers
 - TM infringement



RESULTS

- 40% increase in brand violating websites
- 429 domain infringing websites detected
- >98% takedown success rate

Levi Strauss & Co. is a global leader in jeanswear, selling its product in over 110 countries worldwide, with an established brand protection strategy. Levi's has followed a Brand Protection and Enforcement Plan before many other global brands, working with market pioneers such as BrandShield.

In the last year BrandShield detected a substantial increase in domain names containing "Levi's" registered. Covid-19 pandemic has kept millions of employees and consumers in their homes depending on online shopping more than ever before, opening new opportunities for everyone (Authorized sellers, innocent customers, counterfeiters and gray market sellers).

BrandShield detected 429 new infringing domain names containing the name "Levi's" (40% increase since the crisis began). However, domains with "Levi's" are not the only risk out there.

Through online brand protection strategy and investigation, BrandShield's artificial intelligence, big -data analytics and Enforcement Managers discovered a ground-breaking way of detecting unauthorized sales and counterfeit good websites. Multiple websites, appearing to sell Levi's products, are connected by malicious networks, targeting innocent shoppers. Some websites sell counterfeit products while others only seem to care about the shoppers' sensitive information. These websites are all part of several unified clusters of brand abuse.

All those abusive websites were removed by BrandShield's Enforcement Managers, IP law experts with vast experience in removing IP infringements.



www.brandshield.com

BrandShield detects and fights fraud attempts in the digital space. Our AI-powered SaaS software enables big data analysis and a complete solution from monitoring to takedown. Suitable for companies at any size and from all industries.