

## NetNames ImageFlare: Detecting logo and brand abuse online

### Protecting your logo or trade mark online

Logos influence customer-buying decisions, form brand values and affect market share, making the power of your logo something that should not be underestimated. It is therefore important to protect your logo from conmen, counterfeiters and opportunistic criminals, and even unscrupulous competitors who may cash in on your brand reputation online.

ImageFlare – the logo detection solution from NetNames – can help.

ImageFlare is a part of NetNames' Brand Protection suite of services, and is a unique search facility that can report on where your logo or image is being used on the Internet. It relies on powerful proprietary technology developed by NetNames' sister company Envisional® and is a revolutionary technology like no other.

### How can ImageFlare help defend and manage your brand?

ImageFlare can be used to detect a wide range of threats to your brand and help you prevent the following:

- > Counterfeit sales - detect fakes or organisations piggybacking on your goodwill
- > Customer hijacking - uncover criminals or scammers who use your logo to divert customers to rival sites or sites that damage your brand
- > Logo and trade mark abuse - identify those falsely claiming to be your partners or distributors
- > Use of 'near-miss' logos - find copies or re-makes of your logo or trade marks that are adapted, mutated or faked

ImageFlare can also help you internally by enabling you to manage multi-site rebranding and control the use of your logo amongst legitimate users, such as your branches, subsidiaries, affiliates and distributors.

### ImageFlare plugs the gaps in your defences

ImageFlare is the world's most effective logo searching technology. Sold in conjunction with our Brand Monitoring solution, ImageFlare

works intelligently around the clock to search automatically a wide range of online sources, such as websites, blogs, newsgroups, forums and message boards, to produce accurate logo matches.

### Taking visual logo searching to a new level

ImageFlare's unique image matching technology goes beyond a simple search mechanism and even works within complex images. For example, it identifies:

- > Where a logo has been adapted, distorted or resized
- > Where the logo colour has been changed
- > Where a logo forms part of a complex image (in the background of a picture, or on a single t-shirt in a group photo)
- > Where brand abusers have changed the wording ('Tesco' instead of 'Tesco' or 'Hell' instead of 'Dell')



If the resemblance is close enough to remind people of your brand, it will be close enough to catch ImageFlare's eye!

NetNames' ImageFlare gives brand owners, IP specialists and trade mark lawyers a unique search capability to detect and respond quickly to online logo abuse and trade mark infringements.

**Brand owners have told us there's nothing like it on the market!**

To find out how ImageFlare can help you protect your logo or trade mark, please contact:

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