

## NetNames eBay Auction Monitoring

### Fight brand counterfeiting!

Counterfeiting is a huge and fast-growing problem, already accounting for 7 per cent of world trade. Fake goods are everywhere – in retailing, software and sports kit, medicines and entertainment, clothing and luxury goods, even food and motor spares. Online auctions provide the outlet for sales worth millions every week, in the UK and Europe and across the world.

Each individual Internet auction may seem trivial to the owner of a global brand. But it quickly gets serious when the same auction is repeated a hundred times, under three different pseudonyms.

Now you can take decisive action to fight online counterfeiting. The eBay Auction Monitoring tool from NetNames uses technology from sister company Envisional to search eBay, the biggest network of auction sites on the Internet, for suspicious activity that misuses your branding. You can specify the brand, the products and even the country sites you want the system to search.

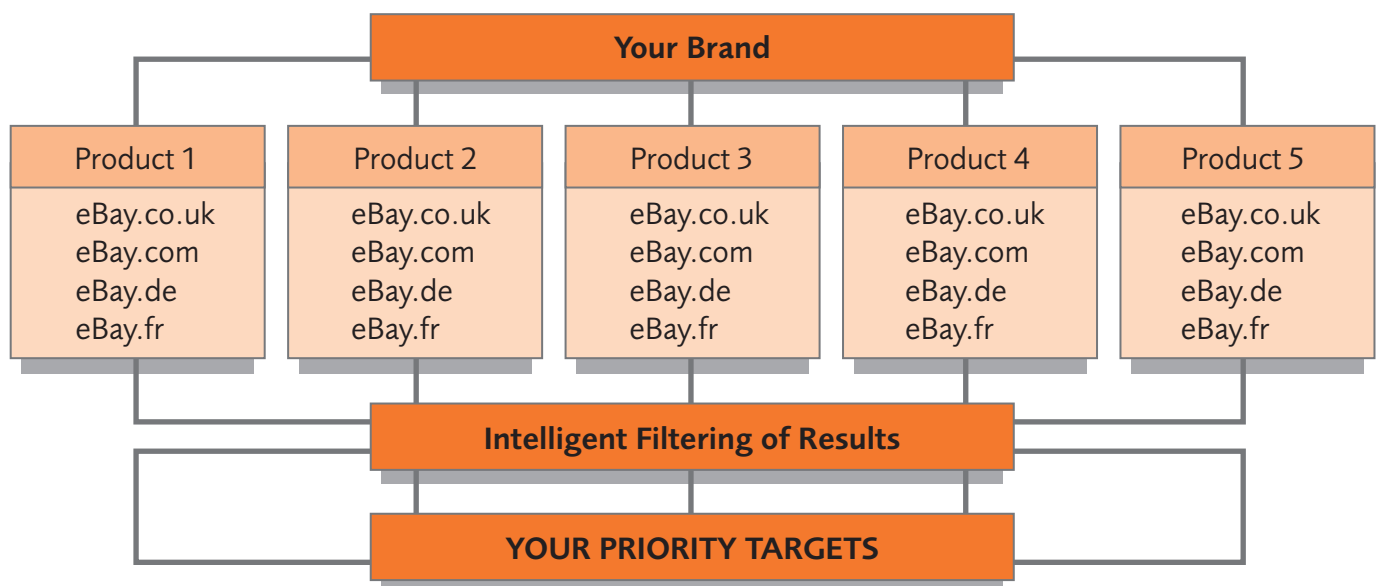
### The NetNames eBay Auction Monitoring tool:

- > Lists the biggest unauthorised sellers of your product on eBay
- > Shows every auction with your brand in the title
- > Filters and prioritises results, using your own specified search terms
- > Lets you pick 4 auction sites from eBay's list of more than 20
- > Gives you an easy-to-use 'takedown module', to stop auctions of fakes in their tracks!

It's simple.

It monitors auctions as they happen.

### And it works!



### The Auction Monitoring package

Protect the most important brand name in your portfolio, round the clock, 365 days a year. With our powerful anti-counterfeiting package you can:

- > Track auction sales of 5 key products
- > Police the 4 eBay country sites you decide matter most to you
- > Access online updates 24/7

To find out how the eBay Auction Monitoring tool from NetNames can help you fight the online counterfeiters, please contact

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