

ONE DAY TRAINING IN BRAND PROTECTION AND OSINT

Methodology:

Theory & Demonstration by the trainer, of OSINT information and techniques for Brand Protection.

Audience:

Up to 20 directors, managers, and prospective Brand Protection officers

Objectives:

- Explain in lay terminology the principles of Brand Protection from a technical perspective; demonstrating procedures to help secure a brand.
- Introduction to the scale and scope of counterfeit activity, demonstrating techniques to identify counterfeit products and trademark infringement.
- Explain effective disruption tactics and the pitfalls of wasteful activity.
- Introduce & demonstrate OSINT techniques that OSINT investigators deploy to identify counterfeit activity.

Learning Outcomes: delegates will acquire:

- an awareness of the scale of counterfeit activity on the internet
- knowledge of OSINT techniques that maybe applied during an investigation
- identification of counterfeit, design and trademark infringement on the web
- understanding of various tactics deployed to detect and disrupt perpetrators

SUBJECT

CONTENT

Introduction to Brand Protection

- Rights to, and abuse of property
- Scope and situation analysis

OSINT & Brand Protection

- Internet Structure and Domain Names
- Search engine manipulation
- Detection & investigation of counterfeit websites including on-line shops, social media and dark web activity

Protecting a Brand

- Planning an OSINT investigation
 - Disruption tactics
 - Questions and answers
 - How Qwarie can help
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