

THREE DAYS: TECHNICAL BRAND PROTECTION COURSE

Methodology:

Theory & demonstration with practical of OSINT techniques for Brand Protection

Audience:

Up to 10 Brand Protection Investigators.

Objectives:

- Identify the prevalent types of counterfeit, design and trademark infringement, that occurs worldwide
- Understand how OSINT can be used in Brand Protection
- Learn extensive deployment of OSINT techniques in the protection of brands
- Learn how to pro-actively identify perpetrators
- Understand how to prepare for take down and prosecution

Learning Outcomes: delegates will acquire:

- an awareness of counterfeit, design and trademark infringements on the internet
- the ability to identify counterfeit, design and trademark infringement on the web
- use of tactics to detect and disrupt perpetrators
- experience of extensive OSINT techniques that maybe applied during an investigation
- ability to present a compliant case to law enforcement

SUBJECT

CONTENT

Introduction to Brand Protection

- Various examples
- Property rights
- Scope and situation analysis

OSINT & Brand Protection

- Search engine manipulation
- Staying Safe: Computer Security & Footprints
- Understanding the Internet
- Detection & Investigation of fake websites and on-line shops
- Detection & Investigation of social media counterfeit sales

Protecting a Brand

- Planning an OSINT Investigation
 - Become proactive: Create and Manage a False Persona
 - Prep for Enforcement: Legislation, Grading and Evidencing
 - Disruption tactics
 - How Qwarie can help
 - Questions & Finish
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