

ONE-DAY TRAINING

OSINT FOR BRAND PROTECTION SPECIALISTS

Methodology:

Protecting your brand and your business with an online brand protection strategy is very important to any successful business. At Qwarie we realise how brand protection activity combats the loss of revenue, reputation and customer trust that occurs when someone else exploits your brand for their own gain. In this one-day course, our trainer will demonstrate OSINT techniques to assist you in your brand protection strategy.

Audience:

Up to 20 participants, this training is suitable for Company Directors, Managers, Trade Mark Attorneys and Brand Protection Specialists.

Objectives:

- Introduce & demonstrate OSINT techniques that a brand protection specialist can use in support of a global program to protect an extensive portfolio of fashion and luxury brands.
- Discuss methods to seek out sellers advertising counterfeit products, infringing upon trademarks or copyrights, selling products outside of authorised territories, or violating other critical sales and marketing policies.
- Highlight tactics for shutting down illicit online listings.
- Explain in lay terminology the principles of brand protection from a technical perspective; demonstrating procedures to help secure a brand.
- Explain effective disruption tactics and the pitfalls of wasteful activity.

Learning Outcomes: delegates will acquire:

- An awareness of the scale of counterfeit activity on the internet.
- Knowledge to identify counterfeit, design and trademark infringement on the web.
- Understanding of various tactics deployed to detect and disrupt perpetrators.

SUBJECT

CONTENT

**Introduction to
Brand Protection**

- Examples of brand abuse on the web.
- Scope and situation analysis.

**OSINT
& Brand Protection**

- Search engine manipulation.
- Investigation of counterfeit websites including online shops, social media and dark web activity.

Protecting a Brand

- Planning an OSINT investigation.
 - Disruption tactics.
 - How Qwarie can help.
 - Questions and finish.
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TIMETABLE

Sector	Day 1
Morning	Registration Introduction to OSINT
Break	Break
Morning	Advanced Search Techniques 1 Advanced Search Techniques 2
Lunch	Lunch
Afternoon	Social Media Sites 1 Social Media Sites 2
Break	Break
Afternoon	Internet Structure, Domain Names & Investigating Websites End of Training Debrief