

## Monitor your social networks and marketplaces

### What is social network and marketplace monitoring?

**1**

**Identifying**

unauthorised use of your trademarks on the main social networks (Instagram/Facebook/Twitter) and marketplaces (Amazon, Alibaba, eBay, etc.).

**2**

**Detecting**

the use of your brand on platforms not used by your company.

**3**

**Acting**

quickly to defend your interests.

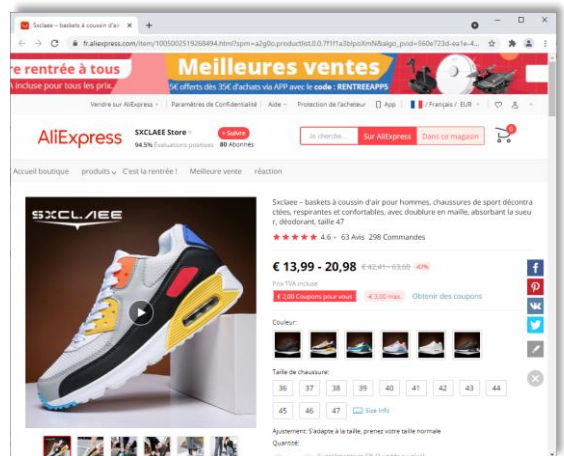
### Why entrust us with monitoring social networks and marketplaces?

- Marketplaces are extensively used to sell counterfeit goods.
- Social networks are regularly misused for identity theft purposes, causing significant damage to image.
- Monitoring ensures that you have control over your online identity and enables buyers to be redirected towards your legitimate products and services.



# Our practical approach to social network and marketplace monitoring

- Carrying out a risk assessment to establish what trademarks to monitor
- Assisting in your choice of monitoring scope
- Internal management by our lawyers of monitoring alerts on illegal content
- Corresponding with legal departments of social networks and online marketplaces to remove contentious content
- Taking all enforcement steps necessary to protect your trademarks, including litigation



## Services

- **Marketplace monitoring:** Alibaba, AliExpress, Amazon, eBay, Whish and more than 200 additional main marketplaces
- **Social network monitoring:** Facebook, Instagram, Twitter, Pinterest, LinkedIn
- **Takedown** procedure in direct contact with external abuse teams and Intellectual Property Protection services to quickly delete an infringing content
- Requesting **search engine de-referencing:**
  - prior analysis of website to identify relevant URLs
  - notifying the search engine of URLs
  - monitoring and controlling the effective removal of URLs
- **Monitoring advertising agencies** (Google Ads, SEA)
- **Search engine monitoring** (SEO)

For more information about our social network and marketplace monitoring services and rates, please contact us.

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