# Brand Protection and Monitoring

**Your reputation matters**. LegitScript helps protect it.

## When people search for your company's products online, are they finding only authorized products?

Counterfeit products are a big problem online. You need to know which rogue sellers are posing the biggest threat to your business, your reputation, and your customers. LegitScript has you covered.

## Protect your brand and consumers from websites and organized networks selling unauthorized versions of your products online.

Customer experience with your brand matters. So does their safety. LegitScript helps you stay in control of your product and service presence on the internet and develop actionable strategies to respond. We help you identify knock-off websites as well as products and services that can dilute your brand and potentially hurt your customers.

### Network analysis and disruption strategy.

We don't just tell you what the bad websites are. We analyze who is behind them and the scope of their operations. This influences our recommendation about how to respond — whether suspending a domain name, terminating a merchant account, sending a civil demand letter, or making a criminal referral.

For one Fortune 500 company, LegitScript found that a single individual was operating over 400 infringing domain names, leading to a Uniform Dispute Resolution Policy filing referred to in some articles as the "largest [to date] in history". The domain names were successfully transferred to the company and the infringing content removed.

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## What You Get

### The Right Threats Assessed

See what internet users see when they search for your products online with regularly scheduled reports and analyses of the most visible websites. LegitScript assesses your products' online presence and ranks unauthorized sellers by threat priority so you know where to focus your efforts.

### More Than Just Data

We don't just tell you what. We tell you who. Through LegitScript's extensive knowledge of organized criminal networks, you find out who is behind the unauthorized sale of your products and the scope of their operations. Ongoing reporting allows you to understand which products are most at risk, uncover the emergence of new threats, track improvements, and assess trends over time.

### Brand and Consumer Protection, Rolled Into One

You want unauthorized sellers to stop. LegitScript helps you identify the most effective course of action to protect your brand. And because brand protection extends to protecting consumers, LegitScript's assistance with enforcement helps you do everything you can to help keep internet users safe.

### A Proven, Trusted Partner

LegitScript has taken down over 100,000 domain names and thousands of merchant accounts, and assisted in hundreds of multi-national criminal investigations. We are trusted by Visa, Google, the US Food and Drug Administration's Office of Criminal Investigations, Japan's Ministry of Health, Labor and Welfare, INTERPOL, and others around the world.

### International Expertise

LegitScript provides you with options for monitoring in over 20 countries and more than 15 languages.