



Strategies For Dealing with Infringements on Maker Marketplaces

Nancy Merritt, OpSec Security



MAKER AND POD MARKETPLACES



BACK-END ECOMMERCE SITES



Traditional Marketplaces	VS.	Maker/POD Marketplaces
<ul style="list-style-type: none">• More egregious infringers/wholesalers• More general awareness• Typically higher volume• Usually stock on hand		<ul style="list-style-type: none">• Artists, fans, craftsmen, creators• Lack of awareness or understanding• Typically smaller volume and production• No stock on hand

Traditional Marketplaces

VS.

Maker/POD Marketplaces

- Reactive and harder approach/response
- Standard IP enforcement and penalties
- Report directly to the platform

- Proactive and softer approach/response
- Focus on educating sellers about IP rights
- Communicate with sellers directly

ALTERNATE OPTIONS

NETFLIX

August 23, 2017

Emporium Arcade Bar
% Denny and Doug Marks
2365 N. Milwaukee Ave
Chicago, IL 60647

Via email [REDACTED]

Danny and Doug,

My welkie talkie is busted so I had to write this note instead. I heard you launched a *Stranger Things* pop-up bar at your Logan Square location. Look, I don't want you to think I'm a total wacko, and I love how much you guys love the show. (Just wait until you see Season 2!) But unless I'm living in the Upside Down, I don't think we did a deal with you for this pop-up. You're obviously creative types, so I'm sure you can appreciate that it's important to us to have a say in how our fans encounter the worlds we build.

We're not going to go full Dr. Banner on you, but we ask that you please (1) not extend the pop-up beyond its 6 week run ending in September, and (2) reach out to us for permission if you plan to do something like this again. Let me know as soon as possible that you agree to these requests.

We love our fans more than anything, but you should know that the domegorgon is not always as forgiving. So please don't make us call your mom.

Thanks,

[REDACTED]
Director/Senior Counsel - Content & Brand IP

FRIDAYS

October 24, 2017

VIA COURIER
COPY VIA EMAIL TO [REDACTED]

16' on Center Chicago
1035 N. Western Ave.
Chicago, IL 60622
ATTN: Bruce Finkelman, Managing Partner

Re: Moneygun's TGI Fridays Halloween Event

Dear Bruce:

As the trademark counsel at TGI Fridays, I wanted to reach out regarding Moneygun's plan to dress up as TGI Fridays for Halloween.

It's certainly a rite of passage to dress up as your personal hero for Halloween. After all - TGI Fridays is renowned for being the country's first singles bar and has been credited for creating loaded potato skins and popularizing the Long Island Iced Tea. (You're welcome, by the way.)

Fortunately, we have a number of things you can take off our hands to party like it's always Friday. Please see enclosed gift.

All is yours to keep...we don't need it anymore.

Unfortunately (for you - not us), trademark law requires us to protect our brands and to take action against any use that might cause confusion or diminish the value of our trademarks. I'm concerned that your event - featuring "TGI" branding, our logo, a variation of our IN HERE, IT'S ALWAYS FRIDAY slogan, and so on - would cross that line.

As such, we must ask that you avoid using TGI Fridays' trademarks, logos, and other property in your event.

Seriously. Don't. Thanks. Happy Halloween.

[Signature]
Senior Attorney

19111 Dallas Parkway, Suite 105, Dallas, TX 75257

JACK DANIEL'S
Old No. 7
Bourbon

VIA EMAIL ONLY

July 12, 2012

Mr. Patrick Wensink
Louisville, KY
patrickwensink@gmail.com

Re: Mark: JACK DANIEL'S
Subject: Use of Trademarks

Dear Mr. Wensink:

I am an attorney at Jack Daniel's Properties, Inc. ("JDPI") in California. JDPI is the owner of the JACK DANIEL'S trademarks (the "Marks") which have been used extensively and for many years in connection with our well-known Tennessee whiskey product and a wide variety of consumer merchandise.

It has recently come to our attention that the cover of your book *Broken Piano for President* bears a design that closely mimics the style and distinctive elements of the JACK DANIEL'S trademarks. An image of the cover is set forth below for ease of reference.

We are certainly flattered by your affection for the brand, but while we can appreciate the pop culture appeal of Jack Daniel's, we also have to be diligent to ensure that the Jack Daniel's trademarks are used correctly. Given the brand's popularity, it will probably come as no surprise that we come across designs like this on a regular basis. What may not be so apparent, however, is that if we allow uses like this one, we run the very real risk that our trademark will be weakened. As a fan of the brand, I'm sure that is not something you intended or would want to see happen.

As an author, you can certainly understand our position and the need to contact you. You may even have run into similar problems with your own intellectual property.

In order to resolve this matter, because you are both a Louisville "neighbor" and a fan of the brand, we simply request that you change the cover design when the book is re-printed. If you would be willing to change the design sooner than that (including on the digital version), we would be willing to contribute a reasonable amount towards the costs of doing so. By taking this step, you will help us to ensure that the Jack Daniel's brand will mean as much to future generations as it does today.

We wish you continued success with your writing and we look forward to hearing from you at your earliest convenience. A response by July 23, 2012 would be appreciated, if possible. In the meantime, if you have any questions or concerns, please do not hesitate to contact me.

Sincerely,
[Signature]
Christy Susman
Senior Attorney - Trademarks

JACK DANIEL'S PROPERTIES, INC.
4040 CIVIC CENTER DRIVE • SUITE 528 • SAN RAFAEL, CALIFORNIA 94903
TELEPHONE: (415) 446-5335 • FAX (415) 446-5330

ALTERNATE OPTIONS

Dear Messrs. Bushnell and Casciolo:

World Wrestling Entertainment, Inc. ("WWE") is the exclusive owner of numerous trademarks, service marks, trade dress and copyrights, including, but not limited to, WWE, the WWE logo, RAW, SMACKDOWN, ECW, NWO, WCW, as well as all of its talent images, likenesses, and rights of publicity. WWE, as the premier provider of wrestling entertainment services, has through extensive use and promotion of its intellectual property, established substantial and valuable good will in its intellectual property. In addition, WWE is the exclusive licensee and authorized agent to act on behalf of RIC FLAIR. As such, WWE vigilantly protects its intellectual property rights and does not tolerate any infringement of the same.

WWE has discovered that its intellectual property, including, but not limited to personal likeness of WWE talent RIC FLAIR is being used by you, without the authorization of WWE or Richard Flehr, on the following product and packaging:

<https://www.lockcitybrewing.com/lockcitybrewingbeers> (Figure Four Lock, IPA)



I am sure the beer is delicious! But unfortunately, we cannot have you use the RIC FLAIR likeness on the beer packaging, or any characteristics associated with the RIC FLAIR character. So, to sum up, on your next packaging print run, please change the graphics on the beer and packaging and use something more generic to describe the beer (for example: avoid "stylin' and profilin'" and "WOOO" or "WHOOO" descriptors). And in the meantime, if you could change the current graphic on your site, social media, etc., we'd be much appreciated.

I look forward to your timely reply, no more than (figure) four (4) calendar days from today.

Matthew C. Winterroth
Vice President, Intellectual Property
Business and Legal Affairs
World Wrestling Entertainment, Inc.
1241 East Main Street
Stamford, CT 06902
Tel: +1 (203) 353-5073
Fax: +1 (203) 353-0236
E-mail: matthew.winterroth@wwecorp.com



MARKETPLACE BEST PRACTICES

- Work directly with platforms on specific business needs and challenges
- Leverage options for working with platforms to proactively filter infringements
- Leverage alternative communication and reporting options
- Consider opportunities to convert sellers to licensees/resellers/partners



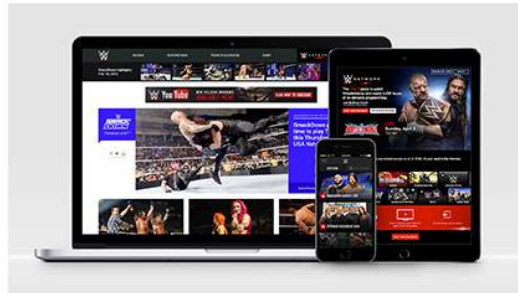
World Wrestling Entertainment

Licensing International Webinar

***Strategies For Dealing with Infringements in Maker
Marketplaces***

What is WWE? Multi-faceted.

WWE's operations are organized around the following four principal activities: Media Division, Live Events Segment, Consumer Products Division and WWE Studios Segment.



Media

WWE's Media division is comprised of four pillars – WWE Network, Televised Entertainment, Home Entertainment, and Digital Media.



Live Events

WWE's creative team develops compelling and complex characters and weaves them into dynamic storylines that combine physical and emotional elements. Our...



Consumer Products

Our Consumer Products division is made up of Licensing and Direct-to-Consumer Products.



WWE Studios

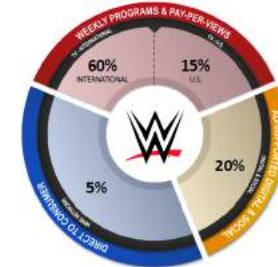
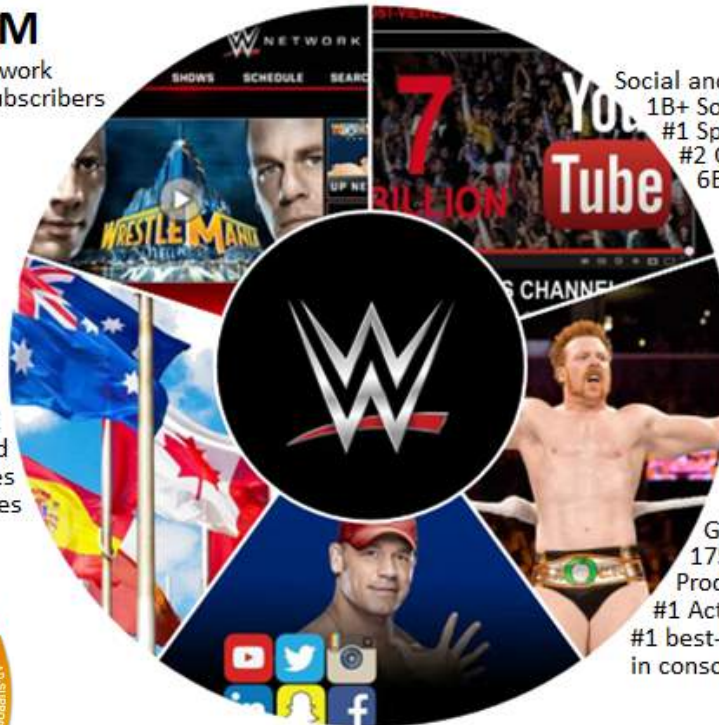
WWE Studios develops and produces feature films, as well as television and digital content. Its diverse slate is released theatrically, direct to home...

WWE by the Numbers

1.69M
WWE Network
Average Paid Subscribers

28B+
Social and Digital Video Views
1B+ Social Media Followers
#1 Sports Channel on YouTube
#2 Overall Channel on YouTube
6B+ Hours of WWE Content Watched

1,500
Hours of WWE
Content Created
for 180+ Countries
in 20 Languages



\$1B
Global Brand at Retail Annually
175+ licensees in more than 100
Product Categories Worldwide
#1 Action Figure in USA
#1 best-selling fighting video game franchise
in console history with 85M+ units sold

1.2B
Social Media Engagements
(e.g. likes, follows, shares, mentions, retweets)

Made-to-Order (M2O) Print-on-Demand (POD) Maker Marketplaces

These are e-commerce marketplace platforms where:

- Sellers *typically* are “makers” or craftspeople marketing to people looking for unique/one-off types of product;
- Sellers *typically* either hold no or limited stock in their advertised product; but
- However, there is a by-product: in many instances, unscrupulous sellers are able to capture the zeitgeist and market/sell various types of infringing merchandise very quickly (apparel, paper goods [posters/artwork/personalized items], drinkware, jewelry, etc.)

**WWE is the perfect
M2O/POD/Maker Brand**

**WWE is a popular brand that is
constantly creating new content on a
daily basis, globally, on multiple
platforms**


**Which, unfortunately creates ripe
situations for people to demand and
create instant infringing product
based on WWE IP**

WWE is the perfect M2O/POD/Maker Brand Examples - Etsy

Etsy **wwe** Sign in

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage Gifts

← Back to search results



weirdsociety ★★★★★ (11)
Naps and WWE.
\$22.00

Size: Select an option
Quantity: 1
Add to cart

Almost gone. There's only 2 left.

Handmade

Description
Naps and WWE inspired Onesie. Black and Red vinyl heat transfer. If you are interested in a custom color let us know - we would be more than happy to make that happen.
All items are hand-made with love.
Thank you for taking the time to look at our page.

Learn more about this item

Ready to ship in 3-5 business days From United States

Get shipping cost

View shop policies

Meet your sellers

weirdsociety
Owner of weirdsociety

Message Weird
This seller usually responds within 24 hours.

Shop rating: ★★★★★ 11
Total shop reviews: 11


zms Mar 22, 2019
★★★★★
Purchased item:
Naps and WWE

DarkieEagals Jan 9, 2020
★★★★★
This was the perfect gift for the father of a new baby girl!
Purchased item:

Etsy **wwe** Sign in

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage Gifts

← Back to search results



StickyCute ★★★★★ (24)
WWE Boys tee
\$16.00

Quantity: 1
Add to cart

Other people want this. 5 people have this in their carts right now.

Handmade

Description
WWE wrestlemania Boys t shirt Available 2T - YL (Adult size available upon request)

When ordering please specify size!

Thank!

Ready to ship in 3-5 business days From United States

Get shipping cost

No returns or exchanges
But please contact me if you have any problems with your order.

View shop policies

Meet your sellers

StickyCute
Owner of StickyCute

Message Silvia
This seller usually responds within a few hours.

Shop rating: ★★★★★ 24
Total shop reviews: 24

podpop0888 Mar 18, 2020
★★★★★
Love!!! I got these shirt for an event, although the event was postponed I'm going to save until then!


Purchased item:
WWE Boys tee

WWE is the perfect M2O/POD/Maker Brand Examples - Etsy

Etsy [www](#)

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage

← Back to search results



MedjapahDesign **★★★★★** (6)

Wwe Invitation, Wwe Birthday, Wwe Party, Wwe Invite, Wwe Card, Wrestling Birthday Invitation, Wrestling Party Invite, Wwe Birthday Invite

\$9.17

Add your personalization
Please enter your personalization as:

- Child's Name
- Age
- Date of the party
- Time of the party
- Party location
- Address location
- RSVP / Regrets only
- Size (4x6 or 5x7)

Photo send via etsy convo

Digital download (1 JPG)

Materials
JPG, PDF, 5x7, 4x6

Description
This listing is for a digital file of the invitation that will be sent to your email in JPG/JPEG or PDF format.

* With your order you will receive 1 high resolution JPG/PDF or PDF either 5x7 or 4x6 size
* There is a required delivery time necessary as well

Delivery
Instant Download

Shop rating **★★★★★** Total shop reviews **6**


Amy Holden Mar 9, 2020
★★★★★
Quick and easy to deal with!
Purchased item:
[Wwe Invitation -Wwe Birthday-Wwe Party...](#)

JarvisWallace Mar 5, 2020
★★★★★
Exactly what I needed for a birthday invite, Thanks so much!
Purchased item:
[WWE Invitation -Wwe Birthday- Wwe Party...](#)

Etsy [www](#)

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage

← Back to search results



EggandSkinner **★★★★★** (600)

Wrestling
Waitress/Waist/Half/Server/Vendor/Teacher/Waiter/3 Pocket Apron

\$15.00

Quantity

Nice choice! Enjoy free shipping to the US when you spend \$35+ at this shop.

Almost gone. There's only 2 left.

Handmade

Shop rating **★★★★★** Total shop reviews **669**

Edwin F. Oct 15, 2019
★★★★★
Thank you so much! The apron is beautiful and exactly what you said it would be—amazing. And I can hardly wait for my doggie to wear it!

Purchased item:
[Wrestling Waitress/Waist/Half/Server/Ven...](#)

Kathy Loustau Feb 25, 2019
★★★★★
my daughter and my future son in law are avid wrestling fan, and getting married in September, my husband and I gave them 6 couples cooking classes and this half apron and full aprons to wear during those lessons, they are very well made and are worth the price.
thank you

Purchased item:
[Wrestling Waitress/Waist/Half/Server/Ven...](#)

Material
Cotton Fabric

Description
My aprons are able to fit from the smallest waist to the very largest. I have sold to men and women of all shapes and sizes. The beauty of how I make my aprons is in the strap length. They are very long. So, if you feel as though you may need them really long, be aware, I have fit a man with a 58" waist with these aprons. Reason why wear size 34. [The other aprons are listed here:](#)

Ready to ship in **1-2 weeks** From **United States**

Get shipping cost ▾


Exchanges accepted
Exceptions may apply.
View shop policies

WWE is the perfect M2O/POD/Maker Brand Examples - Etsy

Etsy Sign in

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage Gifts

[← Back to search results](#)



Click on photo to zoom

ELCueroUnitedKingdom
WWE Women Tag Team Wrestling Championship Belt,Adult Size.
\$123.43
Quantity:
Add to cart

Ready to ship in **1-2 business days** From **Pakistan**
[Get shipping cost](#)
[View shop policies](#)

Meet your sellers
 EL-Cuero
Owner of [ELCueroUnitedKingdom](#)
Message EL-Cuero

Handmade

Description
ALL PICS ARE OUR OWN MANUFACTURED BELT'S PICTURES.....

WWE Women Tag Team Wrestling Championship Replica Belt


FEATURES
BRASS METAL PLATES (DUAL PLATED)
GENUINE 3 MM cowhide LEATHER BELT
INNER SOFT FABRIC LINING (team padding)

WWE is the perfect M2O/POD/Maker Brand Examples - Teechip

TeeChip [Join to earn TeeChip Cash](#) [Log In / Sign Up](#)


[Women](#) [Men](#) [Youth & Baby](#) [Home & Living](#) [Accessories](#) [Jewelry](#)

[Home](#) > [www.tz.shirtcase](#)




wwe dx shirt jersey iPhone 7 Case
\$18.95 ~~\$21.95~~

Product: iPhone 7 Case



Color: Forest Green




Size: iPhone 7 Case

iPhone 7 Case

TeeChip [Join to earn TeeChip Cash](#) [Log In / Sign Up](#)


[Women](#) [Men](#) [Youth & Baby](#) [Home & Living](#) [Accessories](#) [Jewelry](#)

[Home](#) > [Stone Cold Steve Austin](#)




Stone Cold Steve Austin t shirt
Premium Fit Mens Tee
\$28.95 ~~\$33.95~~

Product: Premium Fit Mens Tee



Color: Navy



Size: Select a Size [Size Guide](#)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

XS S M L XL
2XL 3XL

WWE is the perfect M2O/POD/Maker Brand Examples - Sunfrog

Sunfrog All wwe

Shop By - Create - Help

Search results for: "Wwe"

Most designs are available on a variety of products & colors. Click on a item you like to see what products are available.

Wwe Wrestler-Ninja

Superstar Wwe

Wwe Wrestler

Superstar Wwe

Wwe Wrestler-Miracle...

Wwe Wrestler-We Do

Superstar Wwe

Wwe Wrestler

WWE is the perfect M2O/POD/Maker Brand Examples - Redbubble

The screenshot shows the Redbubble website interface. At the top, the Redbubble logo is on the left, and a search bar contains the text "wwe the fiend". To the right of the search bar are icons for a heart and a shopping cart. Below the search bar is a horizontal navigation menu with categories: Clothing, Stickers, Phone Cases, Wall Art, Home & Living, Kids & Babies, Accessories, Stationery, Gifts, and Explore designs.

On the left side, there is a "Filters" section. Under "Category", there are sub-sections for "All Categories" (listing Clothing, Kids & Babies' Clothes, Phone Cases, Stickers, Wall Art, Home Decor, Stationery, Accessories) and "Artwork Medium" (listing All Mediums, Design & Illustration, Digital Art, Drawing, Painting & Mixed Media, Photography).

The main content area displays "Wwe The Fiend" with 8 results. The items are arranged in two rows. Each item includes a thumbnail image, a title, the creator's name, and the price. Some items have a "MATURE CONTENT" warning and a shopping cart icon.

Item	Creator	Price
Let Me In Art Print	By hcsunshine	\$20.21 (\$17.18 when you buy 2+)
bullet fiend club V-Neck T-Shirt	By ofthedeat	\$22.16
The Fiend Classic T-Shirt	By blacksnowcomics	\$17.36
The Fiend Slim Fit T-Shirt	By murphyslaw92	\$17.36
Let Me In Shower Curtain	By benlagan	\$57.14
Bray Wyatt "Let me in" The Fiend	By The Wrestling Network	\$25.25
The Fiend Bray Wyatt Print Sticker	By BrittanyKay5150	\$2.50 (\$1.25 when you buy 10+)
The Fiend Hurt Heal Acrylic Block	By Rizzledorp	\$25.25 (\$21.46 when you buy 2+)

WWE is the perfect M2O/POD/Maker Brand Examples – Facebook

The image shows a screenshot of the Facebook page for Middleclass.com. The page header includes the Facebook logo, the name 'Middleclass.com', and navigation options like 'Matthew', 'Home', and 'Create'. Below the header, there are buttons for 'Like', 'Follow', 'Call Now', and 'Send Message'. The main content area features a post from Middleclass.com, dated February 18. The post text reads: 'Price - Only 300/- TK (Regular Price 350/ taka). To Order, please INBOX us with the following details: 1) Your name, 2) Full home address, 3) Contact Number, 4) Product Code, 5) Size. Hotline: +8801869958827'. The post image shows a black t-shirt with a large white and red 'W' logo, labeled 'MC-504'. The right sidebar contains information about the page, including 'Clothing (Brand) in Dhaka, Bangladesh', 'Always Open', 'Our Story' (describing it as an e-commerce store in Bangladesh), 'Community' (6,002 likes, 6,060 followers), and 'About' (phone number +880 1869-958827, 'Send Message' button, and business category 'Clothing (Brand) - Design & Fashion').

WWE is the perfect M2O/POD/Maker Brand Examples – Instagram

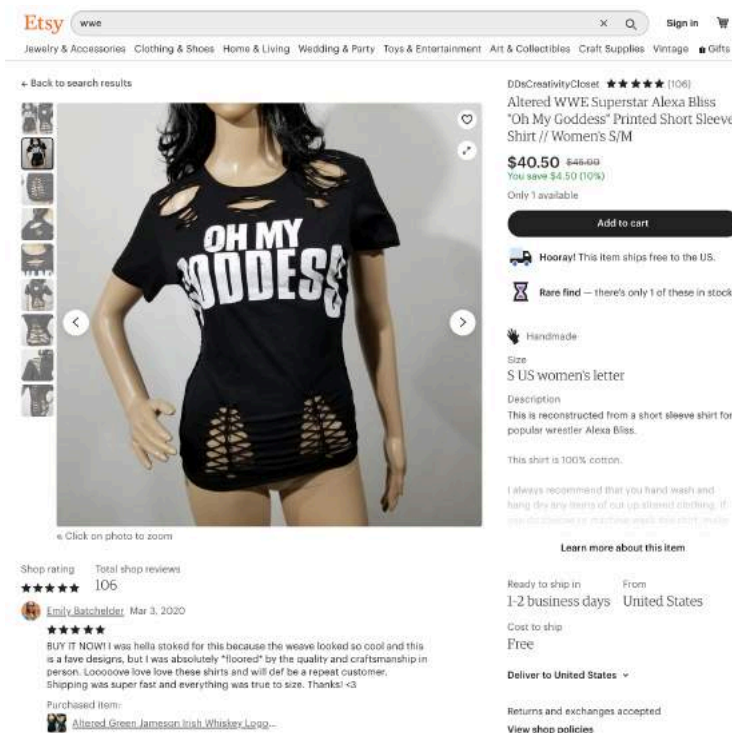


What can a brand do?

- **Understand fair use laws and concepts, and celebrate/condone certain third-party usages of your IP that promote your brand.**

What can a brand do?

- Understand fair use laws and concepts, and celebrate/condone certain third-party usages of your IP that promote your brand.



e.g. Repurposing /
transforming
licensed/authentic product

What can a brand do?

- Understand fair use laws and concepts, and celebrate/condone certain third-party usages of your IP that promote your brand.

The image shows two screenshots of an Etsy search for 'wwe'. The top screenshot displays a listing for 'WWE Superstar Alexa Bliss original artwork' by PocketThoughts, priced at \$14.58. The artwork is a drawing of Alexa Bliss in a wrestling ring. The bottom screenshot shows a listing for 'Gods Greatest Creation (Portrait of Mandy Rose)' by RealTheWayPanz, priced at \$300.00. This is a charcoal and pencil drawing of Mandy Rose's face. Both listings include details like shipping times, materials used, and shop information.

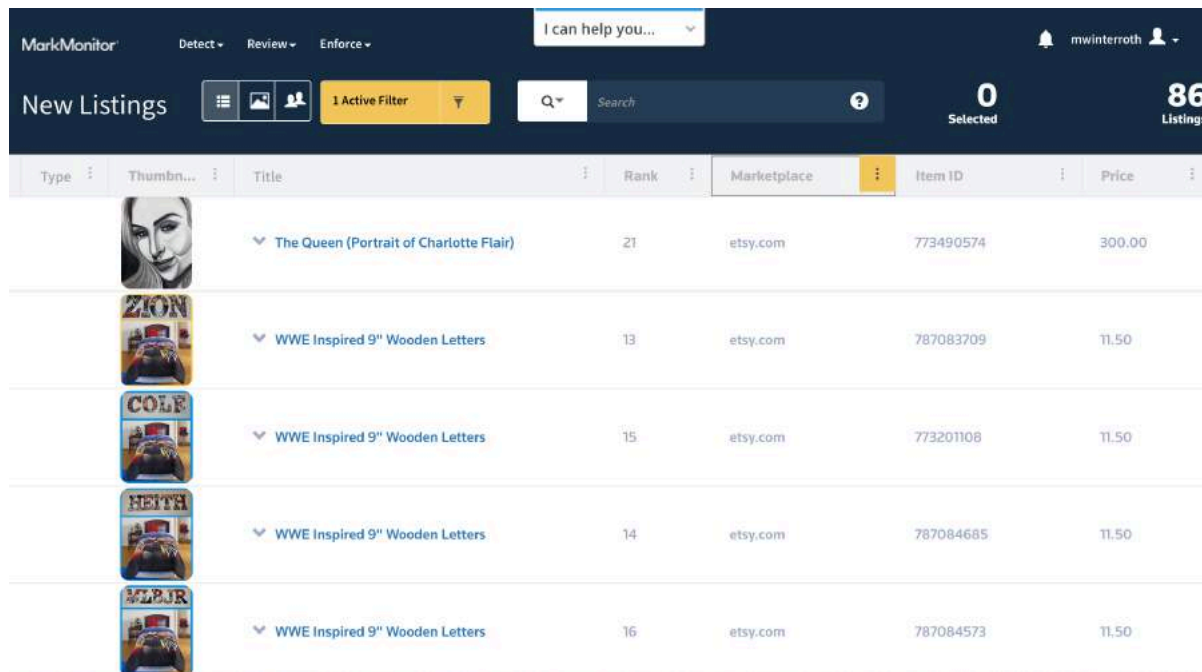
e.g. Selling one-off artistic works

What can a brand do?






- **Enforce where necessary and work with vendors to monitor/enforce on such marketplaces/platforms. This is a #'s game.**

What can a brand do?

- Enforce where necessary and work with vendors to monitor/enforce on such marketplaces/platforms. This is a #'s game.

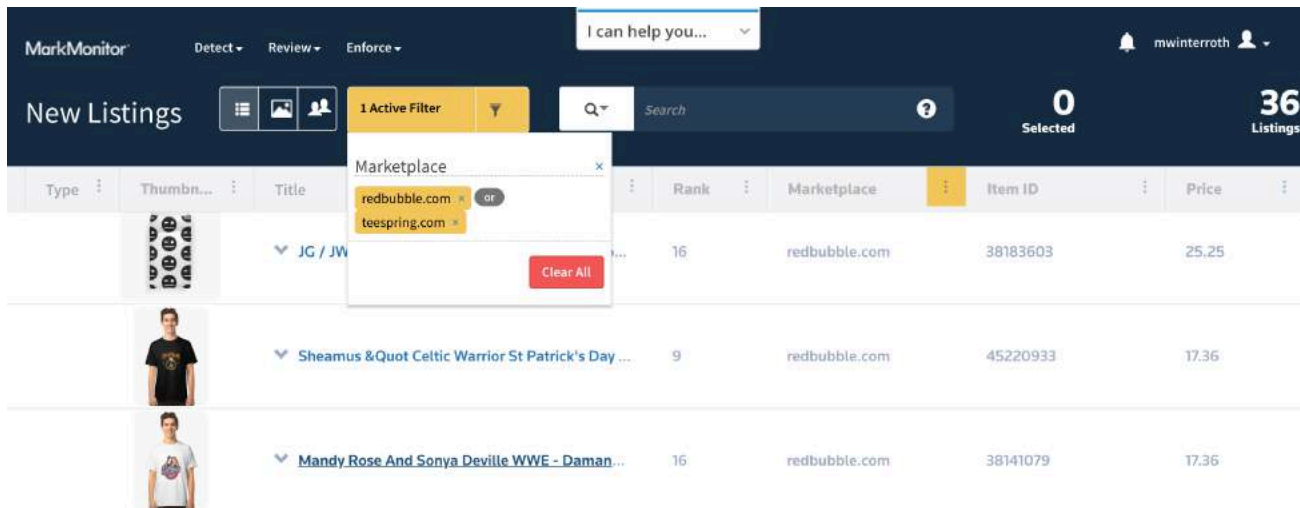


The screenshot displays the MarkMonitor interface. At the top, there are navigation options: Detect, Review, and Enforce. A search bar contains the text "I can help you...". The user profile "mwinterroth" is visible in the top right. Below the navigation, there are icons for "New Listings", "1 Active Filter", and a search bar. The main content area shows a table of listings with columns for Type, Thumbnail, Title, Rank, Marketplace, Item ID, and Price. The first listing is "The Queen (Portrait of Charlotte Flair)" with a rank of 21 and a price of 300.00. The following four listings are "WWE Inspired 9\" Wooden Letters" with ranks 13, 15, 14, and 16, and a price of 11.50 each.

Type	Thumbn...	Title	Rank	Marketplace	Item ID	Price
		▼ The Queen (Portrait of Charlotte Flair)	21	etsy.com	773490574	300.00
		▼ WWE Inspired 9\" Wooden Letters	13	etsy.com	787083709	11.50
		▼ WWE Inspired 9\" Wooden Letters	15	etsy.com	773201108	11.50
		▼ WWE Inspired 9\" Wooden Letters	14	etsy.com	787084685	11.50
		▼ WWE Inspired 9\" Wooden Letters	16	etsy.com	787084573	11.50

What can a brand do?

- Enforce where necessary and work with vendors to monitor/enforce on such marketplaces/platforms. This is a #'s game.



The screenshot displays the MarkMonitor interface. At the top, there are navigation tabs for 'Detect', 'Review', and 'Enforce'. A search bar is present with a dropdown menu that says 'I can help you...'. The main area shows 'New Listings' with a search bar and a filter icon. A dropdown menu for 'Marketplace' is open, showing 'redbubble.com' and 'teespring.com' as options. Below this, a table lists items with columns for 'Type', 'Thumbnail', 'Title', 'Rank', 'Marketplace', 'Item ID', and 'Price'. The table contains three rows of data.

Type	Thumbnail	Title	Rank	Marketplace	Item ID	Price
		JG / JW	16	redbubble.com	38183603	25.25
		Sheamus & Quot Celtic Warrior St Patrick's Day ...	9	redbubble.com	45220933	17.36
		Mandy Rose And Sonya Deville WWE - Daman ...	16	redbubble.com	38141079	17.36

What can a brand do?

- Enforce where necessary and work with vendors to monitor/enforce on such marketplaces/platforms. This is a #'s game.

The screenshot displays a brand monitoring dashboard for 'Wrestlefanen Shop on Instagram'. The dashboard is titled 'Needs Review' and shows four items that require attention. Each item is presented in a card format with a thumbnail image, a description, and a metadata table.

Item	Thumbnail Description	Brand	Status	Detected At
1	BE THE FANENT THE MAN	Becky Lynch	Needs Review	03-19-2020
2	THE LEGIT WRESTLE BADGE	Roman Reigns	Needs Review	03-19-2020
3	DEMON KING WORLD WIDE Buy the Demon Finn Balor Class Mug	Finn Balor	Needs Review	03-19-2020
4	IF YOU WANT TO GET THE HAPPY BDAY GIVE ME A HELL YEAH !!!	Stone Cold Steve Austin	Needs Review	03-19-2020

Each item card includes a 'See More Detail' button at the bottom. The dashboard also features a sidebar with navigation options: Dashboard, Actions, Lists, Create & Descrt, and Manage. The top right corner has a 'Log Out' button.

What can a brand do?

- **Work directly with marketplaces and social media to take advantage of their direct contacts, API's and tools**

What can a brand do?

- **Work directly with marketplaces and social media to take advantage of their direct contacts, API's and tools**

<teechip.com>



Jeff Grantham <grantham@scalablepress.com>

>

Fri 4/7/2017 9:54 AM

Winterroth, Matthew ✉



Matthew,

I apologize in not responding to your last email yesterday, but was traveling back from the west coast. I put in the take down request yesterday and just saw that the campaign has been removed. On setting up a call, I just wanted to walk you through a few things as it relates to this portion of our business, what we are trying to do to clean up infringing content from outside users, and more of a direct contact if you find anything on our platform.

Jeff

What can a brand do?

- **Work directly with marketplaces and social media to take advantage of their direct contacts, API's and tools**

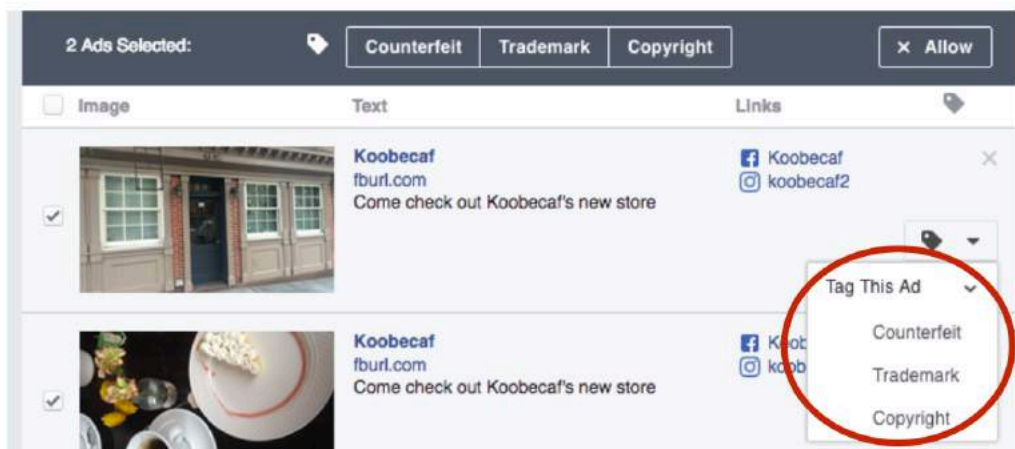
The screenshot shows the Facebook interface with the 'Commerce & Ads IP Tool Application' form. The form is titled 'Commerce & Ads IP Tool Application' and contains the following sections:

- Tell us who you are**
 - Applicant's Full Name (Please include first and last name)
 - Rights Owner (Name of brand, company, etc.)
 - Employer (If different from the rights owner)
 - Title
 - Contact Email (Your primary email)
- Tell us about the Rights Owner**
 - IP Reporting Email (Email used for submitting IP reports (if applicable))
 - Rights Owner's Website (If applicable)

Facebook's Commerce & Ads Tool allow for harvesting of "unsearchable" Sponsored Ads, Marketplace Posts and Group Sale Posts (including closed Groups) using your IP

What can a brand do?

- **Work directly with marketplaces and social media to take advantage of their direct contacts, API's and tools**



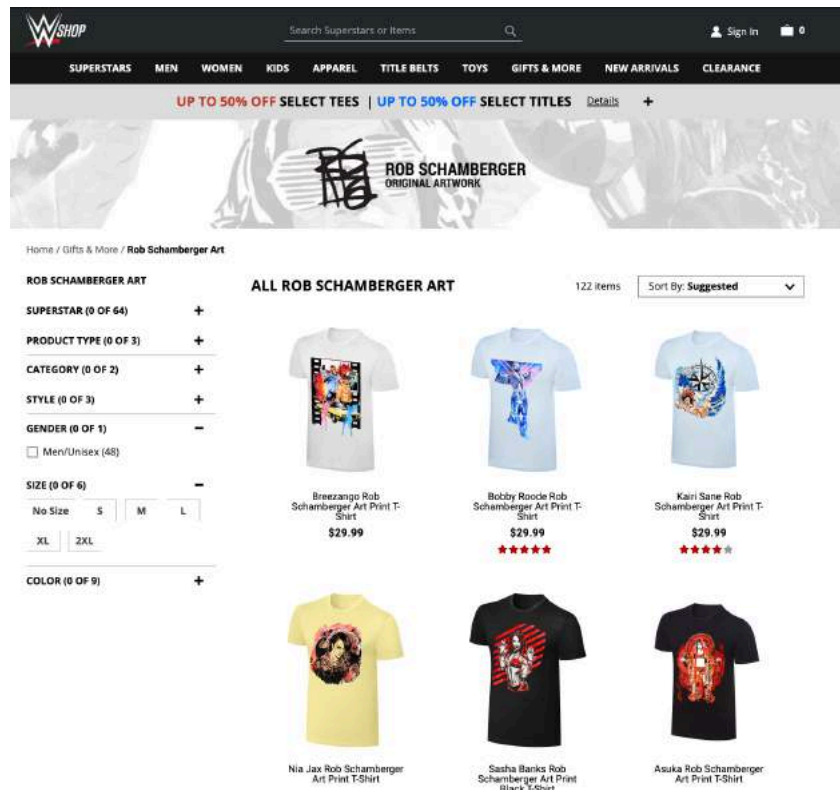
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What can a brand do?

- **Work with popular sellers and convert them to approved licensees**

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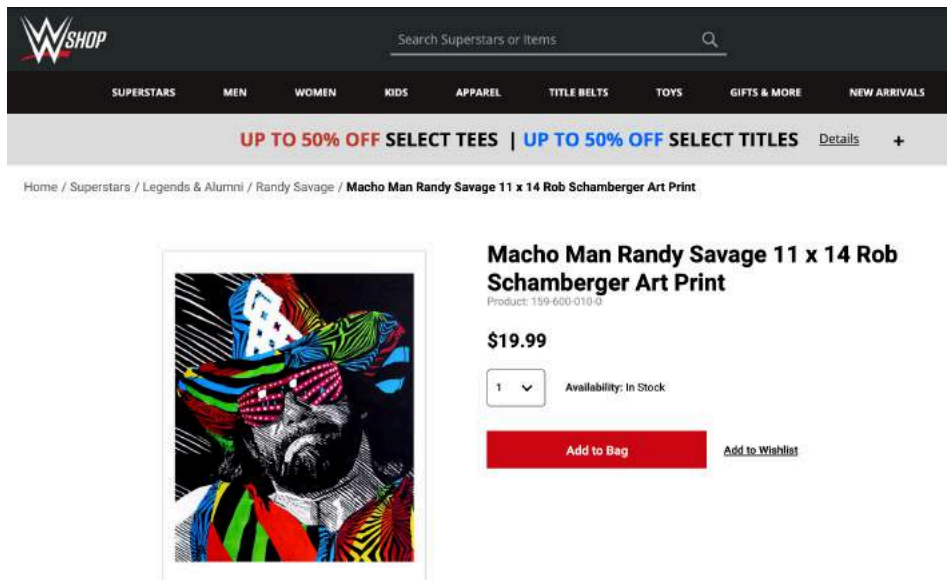


Rob Schamberger was an artist selling unique/one-off pieces of art on various Internet marketplaces.

WWE decided to reach out to work with him in an official capacity, and now have a licensing agreement with him for various merchandise now sold on WWE's e-commerce store – WWEShop.com

What can a brand do?

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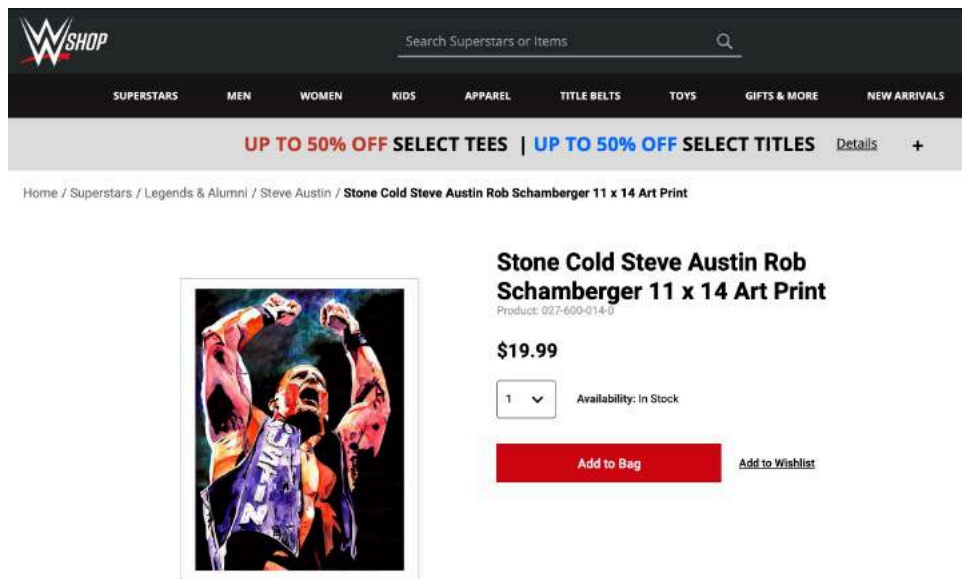


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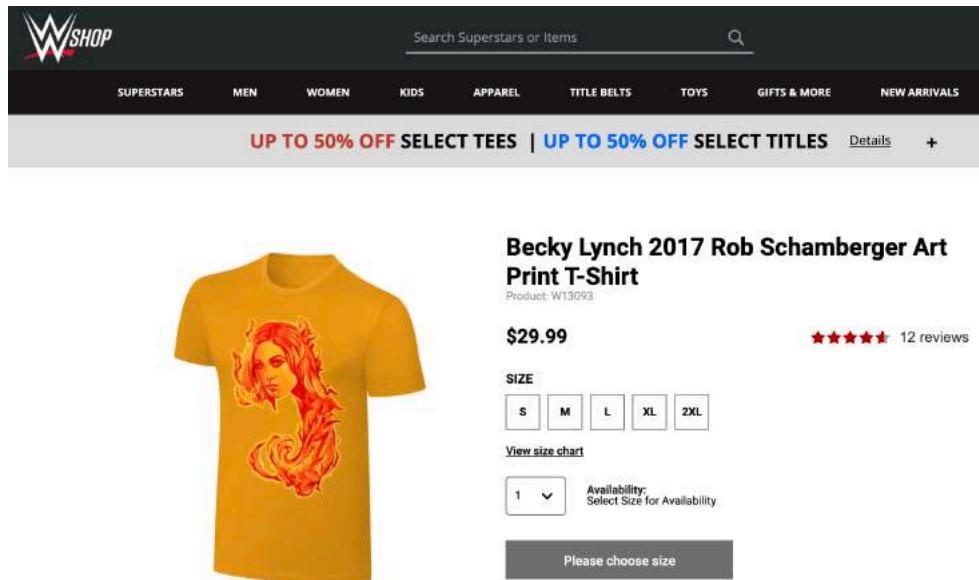
The screenshot shows the WWE Shop website interface. At the top, there is a search bar with the text "Search Superstars or Items" and a magnifying glass icon. Below the search bar is a navigation menu with categories: SUPERSTARS, MEN, WOMEN, KIDS, APPAREL, TITLE BELTS, TOYS, GIFTS & MORE, and NEW ARRIVALS. A promotional banner below the menu reads "UP TO 50% OFF SELECT TEES | UP TO 50% OFF SELECT TITLES" with a "Details" link and a plus sign. The breadcrumb trail below the banner is "Home / Superstars / Legends & Alumni / Steve Austin / Stone Cold Steve Austin Rob Schamberger 11 x 14 Art Print". The product image shows a stylized, colorful illustration of Stone Cold Steve Austin in his signature purple and black attire, with his arms raised in a celebratory gesture. To the right of the image, the product title is "Stone Cold Steve Austin Rob Schamberger 11 x 14 Art Print" with a product ID "Product: 027-600-014-0". The price is listed as "\$19.99". Below the price is a quantity selector set to "1" and the text "Availability: In Stock". At the bottom of the product information, there are two buttons: a red "Add to Bag" button and a blue "Add to Wishlist" button.

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Takeaways

- **Protect your IP:**
- Trademark/copyright filings
- Watching services
- Proper licensing protections
- Use vendors that can automate monitoring/enforcement across wide spectrum of Internet marketplaces, including M2O, POD and Maker sites

- **Program Tips:**
- Investigate your possible IP infringement issues
- Join industry groups to discuss strategies with other brands
- Interview vendors and run trials to determine scope of problems
- Work with ecommerce marketplaces and social media platforms to join their content management programs (e.g. Facebook's Commerce & Ads Tool)
- Get buy in from executive management to tackle problem
- Choose vendor(s) and constantly challenge them
- Don't sit back on autopilot - continuously monitor, re-evaluate and evolve program



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Questions?

Q&A

Secure, enhance and protect your products



Secure · Enhance · Protect