



All trademarks are the property of their respective companies

Gray market products accounted for between 5 percent and 30 percent of total IT sales in 2007, with a value of about \$58 billion, according to a new report by audit firm KPMG LLP and The Alliance for Gray Market and Counterfeit Abatement (AGMA).

**ChannelWeb**

"Auction sites are now garnering a reputation as a place for criminals to unload stolen, diverted and counterfeit products. Stolen goods are so rampant that major law enforcement organizations now use such websites to catch criminals and recoup stolen goods."

**Wikipedia**

"EBay said it would appeal a French court's order that it pay 38.6 million euros (\$60.8 million) in damages to the French luxury goods company LVMH, the latest round in a long-running legal battle over the sale of counterfeit goods on the Internet"

**New York Times, July 1, 2008**

## How safe is your brand online?

### The Problem

The gray market is "a realm between the legitimate market and the black market where distribution channels evade manufacturers' control, profit margins and customer service suffer, and brands take a beating." news.cnet.com

According to government and industry sources, the "gray market," the unauthorized selling of products online, costs the US economy tens of billions of dollars annually. The cost to individual merchants is not only lost revenue, but loss of reputation and control of sales channels. Add cybersquatting (loss of control over ones domain), theft of intellectual property, and violation of trademark or copyright and the problem is more than significant.

Online merchants know there are a troubling number of scenarios under which brand violation occurs. One of the most common: you find that your product is being sold by one or more unauthorized merchants on eBay or a similar sales portal. These sellers may have acquired your product when someone dumped excess inventory, or through a wholesale distributor that acquired your product legitimately but then moved it into a "back channel."

There may also be a sizable base of buyers who are now reselling what they'd purchased at an earlier time but at a price point that undercuts your pricing position. They believe this is a fair use of, for instance, eBay, to resell your product. The effect, however, is that the market is being "conditioned." You now have to compete with their slash-and-sell pricing.



**ORM** Safeguard your brand with the OnlineReputationManager.com Online Protection

“Online revenue loss due to fraud was \$3.6B in 2007”

**Cybersource 2008 Online Fraud Report**

Nearly two-thirds of respondents in (a study by KPMG) believe gray market product availability has increased over the last two years, and more than half of survey respondents believe the increase is greater than 20 percent. About 13 percent of respondents said they are buying gray market products and selling them in another country.

**KPMG**

**The Damage to You**

- Brand confusion and dilution
- Loss of revenue due to diversion of traffic from your authorized sales sites
- Loss of control of your domain and product names
- Reputation damage from offensive practices by unauthorized sellers
- Excessive cost in managing your online trademark

**What OnlineReputationManager.com Does**

OnlineReputationManager.com has its own sizable inventory of products and services and, accordingly, understands the merchant's concerns. With those in mind, we offer a variety of service packages tailored to the diverse needs, situations, and budgets of our clients.

**OnlineReputationManager.com Online Brand Protection**

Make your brand secure!

Call us on 1-888-764-2585 or shoot an email to [sales@onlinereputationmanager.com](mailto:sales@onlinereputationmanager.com)

**The OnlineReputationManager.com Online Brand Protection Services**

**Service Packages**

OnlineReputationManager.com packages are offered as stand-alone services or in combination, depending on your needs.

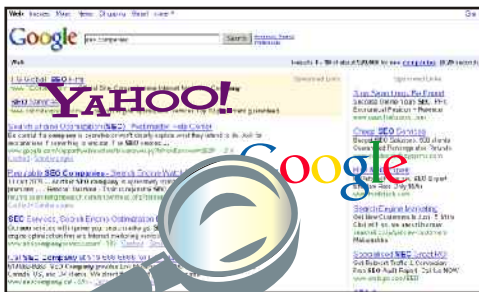
**Comprehensive Analysis**

OnlineReputationManager.com can undertake a comprehensive analysis of the major search engines and their associated sales portals (Google, Yahoo, MSN, AOL, Ask), the major auction sites, (eBay, eBid, Amazon, Overstock.com) product review sites (Consumer Reports, Epinions.com), and shopping portals (Shopping.com, Nextag.com, Shopzilla.com, Family.com, Pricegrabber.com), and others, including any ecommerce sites or unauthorized domains listed by you.

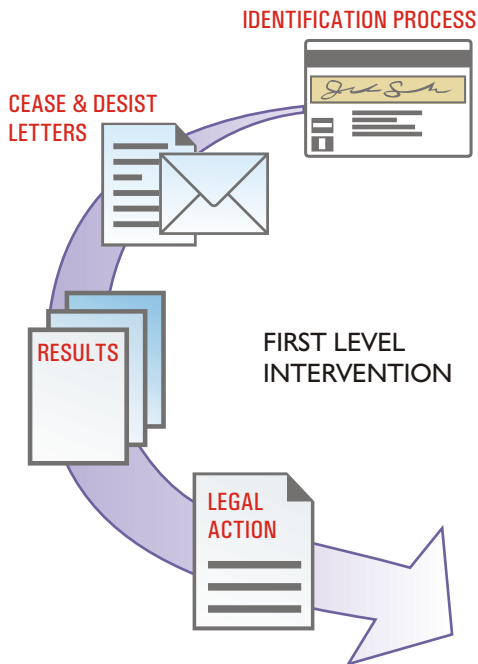
**Based on specifications from you, OnlineReputationManager.com will document:**

- Brand and trademark violations
- Unauthorized retail, wholesale, or resale listings
- Cybersquatting or domain infringement

Defamation or reputation damage to brand name, domain name, or name of company owner, etc.



COMPREHENSIVE ANALYSIS

**First Level Intervention**

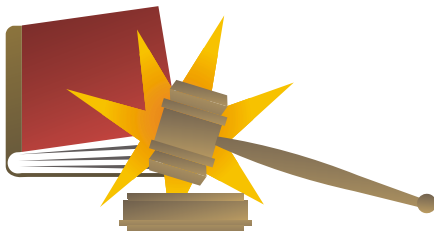
First level intervention addresses offender listings (target cases) supplied by you or by the OnlineReputationManager.com Comprehensive Analysis. Once targets are identified, subsequent activity continues until you determine that all cases are resolved.

**Actions include:**

- Initial Identification, to the extent possible, of the owners or managers of unauthorized sales listings for your brand. This would include WHOIS records, domain registration data, contact emails, names, addresses, etc.
- Preparation and approval by your of cease & desist letters
- Sending of cease & desist letters
- Determination and reporting of results (products have been taken down or next level of intervention required)
- Sending, if needed, of second letter (indicating legal action is now imminent).
- Weekly monitoring to determine target response and reporting of all activity to you.
- Engagement with you to determine next level of intervention.

**DAILY MONITORING WITH FIRST CONTACT INTERVENTION****Daily Monitoring with First Contact Intervention**

- Daily monitoring of Google, AOL, Yahoo, MSN, eBay, and Amazon in respect to your brand and trademark. Monitoring includes standard search engine results page listings, sponsored links, and shopping portals associated with the engines such as <http://www.google.com/products>, or <http://shopping.yahoo.com>. Other auction sites or shopping portals may be added as per your request with pricing adjustments.
- Weekly reporting on any new cases of unauthorized sales, brand or trademark infringement or other violations as specified by you during the initial contracting phase.
- Same-day issue of cease and desist letter to any offending party.
- Weekly report on any cease and desist letters sent and response of offending party.

**LEGAL INTERVENTION****Legal Intervention**

OnlineReputationManager.com maintains a working relationship with attorneys not only in the Pittsford, New York area, but also with a global network of legal firms with whom we've built relationships. All legal associates are highly qualified and experienced in online brand, trademark, copyright and intellectual property protection.

Since the level of legal intervention in pursuit of an offender depends on highly variable circumstances, OnlineReputationManager.com will consult with you on a



OnlineReputationManager.com Online Protection, the trustworthy guardian of your brand

### Key Benefits

- ✔ Awareness of your brand visibility and risk
- ✔ Immediate action against abusers
- ✔ Acquire evidence for claiming damages
- ✔ Reduce lost revenues



case-by-case basis. We will identify each step with full disclosure of pricing for any proposed action. We take only the steps that need to be taken, at the lowest necessary cost.

### Benefits

- You acquire awareness of where your brand is being diluted, violated, or sold without authorization. You understand the visibility and risk of your brand's online identity.
- You meet abusers and counterfeiters head on, and take immediate action.
- You acquire the evidence needed to stop illegal distribution chains and to pursue damages claims.
- You reduce lost revenues due to traffic diversion and price collapse.

**In short, you reclaim control of your brand identity and your online reputation.**

**Contact us right now to get started.**



Call Us Toll Free  
1-888-764-2585

Email: [sales@onlinereputationmanager.com](mailto:sales@onlinereputationmanager.com)



**ORM** About OnlineReputationManager.com, the company**ABOUT OnlineReputationManager.com**

Fully operational since 2001, ORM has established its own reputation as a powerful ally to both individuals and businesses. Our value proposition is simple: we get it.

We understand how quickly and deeply your online reputation can be damaged by so much as a single misguided blog posting. We know that, to you, the stakes couldn't be higher-that your reputation is priority number one. We know how to identify the problem source, assess the impact, and take corrective action. Starting now.

ORM is part of a global, information technology company that is headquartered in Pittsford, New York. We number over 50+ employees and have branch offices at Mohali and Chandigarh, both in India. And, we have a growing network of legal partners worldwide.

**THE OnlineReputationManager.com  
ONLINE BRAND AND REPUTATION  
MANAGEMENT TEAM**

The ORM service made up of professional team leaders, each of whom supervises 10-20 other technical specialists. Each team handles a specific technical task such as content development, article writing, link acquisition, blog posting, and so on. Your project team reports to a senior project leader. Both the senior project leader and an identified customer support representative report directly to you. We keep you "in the loop" and engage you in the operational process at the level you dictate.

Our reach and our thinking is global. It has to be. In today's high-speed world, both problems and solutions travel at "the speed of the Net."

**PROFESSIONAL  
ORGANIZATIONS**

OnlineReputationManager.com also has proven competency in the field of search engine optimization and is a registered member of these professional organizations.

**SEMList.com****↑TOPSEOs****SEMPO** ::::®

TOP OF SEARCH = TOP OF MIND®

**CALL US NOW!**

Concerned about your online reputation? Drop us an e-mail or simply pick up the phone and call.

Or you can visit our site and complete the [Request for Quote](#) form to submit your requirements.

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1-888-764-2585**