

# Auction Watch

**CPA HAS MANAGED REGISTERED IP RIGHTS FOR OVER 35 YEARS. MORE THAN 40,000 CLIENTS CURRENTLY BENEFIT FROM OUR SERVICES.**

**O**n-line auction houses provide a lucrative avenue for counterfeiters and so must be continually checked for unlicensed reproduction. Our auction watch service watches for the sale of your branded goods on various auction sites so that you can keep up to speed with new listings. The service provides you with:

## Updates

Notification of how frequently, and in what volume vendors are selling either genuine or counterfeit goods via all 27 eBay sites globally as well as Alibaba.

## Reports

Daily or weekly reports showing potential infringements e-mailed and accessed at anytime through our web interface.

## Records

A record of the auctions operated by the seller, for the sites we cover.

## Tailored search strings

Advice on how best to tailor auction search strings to meet your requirements.

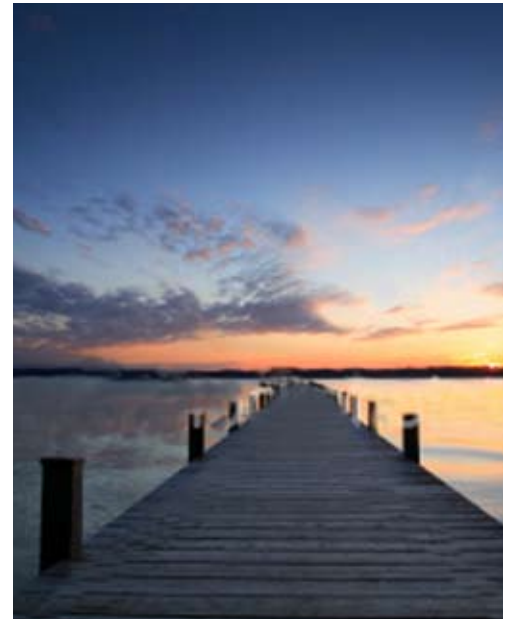
## On-line filtering

Capability to search results by product name, seller, country of origin, report date and category of auction.

## Support

Local personalised client support.

**DID YOU KNOW THAT EBAY ALONE HAS 181 MILLION USERS WORLDWIDE, AND ON ANY GIVEN DAY THERE ARE 60 MILLION ITEMS AVAILABLE FOR SALE? MAKE SURE YOU KNOW IF YOUR BRANDED GOODS ARE LISTED.**



## WHY CHOOSE THIS SERVICE?

- 1** To be alerted to the auction site where the potential infringement has been located and to receive all the necessary details, giving you the opportunity to act on unscrupulous activity.
- 2** To identify sellers who have multiple items for sale thereby determine serious counterfeit operations.
- 3** To have the capability to send a VeRO (Verified Rights Owners') e-mail automatically to eBay to remove an offending listing.
- 4** To filter and share reported information with colleagues.
- 5** To obtain only relevant results and to prevent you from being inundated with unhelpful material.
- 6** To securely archive data for two years – for free.
- 7** To benefit from a cost-effective service delivered by industry experts.