

# SIX KEY STRATEGIES TO PROTECT BRAND IDENTITY

There is no silver bullet for protecting something as critical as your brand's reputation. Comprehensive brand protection requires a layered approach. Here's what you need to fight back:

-  **1 Digitally Watermark Brand Assets**  
Stolen brand images are a major problem for businesses operating online, watermarking provides a unique ID to prove ownership and origin.
-  **2 Get Registered**  
Register your trademark in every country where you may want to defend your brand (i.e. sell your products).
-  **3 Contact Authorities**  
Contact relevant enforcement agencies in the countries where illegal products are manufactured and sold.
-  **4 Authenticate in the Supply Chain**  
Authenticate and accelerate secondary and tertiary packaging through the supply chain with the use of variable digital watermarks and web-enabled scanning.
-  **5 Protect Your Product**  
Utilize digital watermarking on products and packaging to authenticate items and thwart counterfeiters.
-  **6 Boost Product Accessibility**  
Set up e-commerce sites in regions where illegal manufacturing and selling are performed.