



Online Monitoring and Takedown Services

Service Description - Monitoring the internet for content infringing our clients' intellectual property and submitting takedown requests to website owners / host platforms. Infringing content includes offers for sale of counterfeit products bearing our clients' trademarks or links to copyrighted material such as TV programs and movies. Orion then continues to monitor the internet on an ongoing basis to confirm that website owners comply with the takedown requests and also to monitor for new posts of infringing content. Orion also provides additional investigation and legal services for cases where website owners do not comply with takedown requests through investigation to identify the infringers followed by legal enforcement / litigation.

Work Process

1. Identification of infringing URL's based on criteria provided by the client and identification instructions AND infringing URL's identified by the client and sent to Orion. Searches are conducted by Orion's investigators using English and Thai search terms on popular social media and ecommerce platforms and through membership of closed social media groups. These human intel searches provide better results than automated search bots.
2. Proactive takedown of all infringing URLs identified by requests to the web hosts/web masters. (We would require a letter from the client to assist in this)
3. Escalation of targets which are suitable for further investigation as defined by the client. These would be the subject of additional proposals and additional investigation.

Reporting:

Monthly summary report consisting of:

- Number of infringing URLs identified
- Number of URLs taken down (URL should be reflected) and those not conforming
- Type of infringements

Detailed monthly report consisting of:

- Name and URL of infringing websites
- Content that is infringed and the type of infringement
- If the site is an independent website, information concerning the domain registrant, server administrator, IP address of server hosting website and country, etc.
- Whether or not there is a physical company related to the site
- Address and name of site owner/seller
- Prices of products – if applicable

The report will provide fully evidenced case notes with screen shots of any relevant forum, blog or web postings. The covering report will provide summary English translations of any pertinent information gathered.

Fees: Fees will be based on agreed work time to be allocated to the project by Orion staff. Required time will depend on the volume of infringing content to be identified and client budget and expectations.

The monthly fee includes all reporting and expenses.

For additional work such as investigating infringers or proceeding with legal action against infringers, separate work scopes would be discussed and agreed between Orion and the client before proceeding.

Please contact us at forensics@orionforensics.com for further information on these services.
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