Brand Protection SOP: IP Secure

11/15/2024 9:43 am CST

> **i** Who is this for: Brand Team

> **✓** Objective: Hub for all things gating, listing and seller monitoring, rogue listing discovery, sending physical letters and email channel policies, conducting test buys and enforcing claims.

IP SECURE SOP

OVERVIEW:

IP Secure is RivrHub's newer software that will be the hub for all things gating: listing and seller monitoring, rogue listing discovery, sending physical letters and email channel policies, conducting test buys, and enforcing claims.

Every user should have their own login to IP Secure. It's important to use your login as you will be recording what actions you take and your personal findings on third party sellers

Important things to note: Brand = Category in IP Secure so when you want to search for a brand you will be searching for a Category

Logging In

1. Go to https://app.ipsecure.com/rivrhub/dashboard

2. Your login will be in your respective OnePass folder

    1. Usually Level 2

WAYS TO RESEARCH AND MONITOR SELLERS AND LISTINGS

ASIN Manager

Only ASINs that we are listed on and are NOT in transparency, will be visible in ASIN Manager. These are also the only ASINs that should be added to ASIN Manager.

To monitor a Brand's listings:

1. Select the brand you would like to view

2. Go down the list of products and use the arrow toggle on the left-hand side to reveal more information on the Offers on the listing

3. Focus on ASINs with more than 1 offer

    1. 1 offer will hopefully indicate us as the only offer on the listing: this means this ASIN is good to go for now and requires no gating

4. If there is another offer present that you would like to view, toggle down and click the seller name.

5. Main things to look out for would be:

1. if the seller is FBA

2. what their win rate is. A win rate above 30% is pretty significant

3. Current Inventory: more than a month's worth is significant but 50+ would always be considered a enough to worry us

1. Send a significant seller a channel policy: if you need to research the seller to find an email address, please refer to the IP Secure SOP Video: Brand Protection SOP: IP Secure Seller Research

   1. I will not be giving step by step instructions for those steps ☺

2. Please check each brand's top ASINs weekly. The goal will be that every new major seller is sent a policy within a week of them popping up on our listings.

   1. To easily view, you can download an ASIN list and sort by number of Offers, Win Rate, and inventory. This will quickly let you see which ASINs have the biggest threats.

Sellers

Use this section to monitor sellers across all of our brands and listings. Sellers can be on multiple of our listings and brands

Don't always trust inventory levels that are shown in IP Secure. 10 units is sometimes set as a minimum order quantity. Also, if you notice a seller on multiple different ASINs has the same inventory level for all ASINs they are on, this is a good indication that they are hiding their true inventory levels.

1. Navigate to All at the top to view All Sellers

2. Select the Download button in top left to get an excel file of all data

   1. You can then sort by brand and number ASINs they are on, and win rate

   2. When downloading and only wanting to look at third party sellers, filter our brands out

3. Send a significant seller a channel policy: if you need to research the seller to find an email address, please refer to the IP Secure SOP Video: Brand Protection SOP: IP Secure Seller Research

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Adding Seller to Notion

If new Seller that is not already in Notion page, here is how you add them

1. In Notion, get to Sellers Page by going to Brand Team > brand Protection > Sellers

2. Click New on top right of screen

3. Add in Seller Name, get this from IP Secure

4. Add Seller ID, this is in their URL in Amazon at the end

   1. Ex: https://www.amazon.com/sp?_encoding=UTF&seller=A13ZDU6VPG0TGQ

5. Company name: could be same as seller but researching will tell you

1. Email: all that you could find from research

GATING A SELLER FROM START TO FINISH IN IP SECURE AND PUTTING INTO NOTION

You will need to know that the seller is a real threat and have their email address ready to start these steps

Have Notion Open during all steps of this process:

> Brand Team > Brand Protection: is where all updates about sellers, seller communication, TBs and Enforcements will Take Place

Sending First Channel Policy through Email

1. Navigate to Seller Tab in IP Secure

2. Click on Seller name

3. Click all offers we want to send on, MAKE SURE THEY ARE FROM SAME BRAND BECAUSE YOU WILL BE SENDING ONE TEMPLATE AT A TIME

4. Click three dots to the right of Score

5. Send Email

6. To: enter brand's email address from notion

    1. Can only have one recipient in the To: section so if the seller has multiple emails we would like to send to, CC them

7. From: select the brand protection email

    1. DON'T TIE IT TO ANYONE AT RIVRHUB IN ANY WAY IN FROM OR CC

8. Select the correct Template

9. Follow Up: can remain 2 days or you can change it to what you prefer. At most 1 week

10. Subject: the subject will change depending on what channel policy you are sending so you should not have to adjust it

11. Click Send

12. After the follow up period has lapsed, send Channel Policy #2, then #3.

13. If seller has still not responded after 3 channel policies, escalate to Level 1, a TB could be the next step

14. If seller does reach out after any policy and says they will comply, mark this in Notion as a new Seller Communication page under the seller. Follow the Adding Seller Communication in Notion Steps.

    1. No response is necessary to sellers who comply

15. If seller asks for sellout, mark this in Seller Communication Page in Notion and escalate to Level 1

1. If seller refuses or questions authenticity, mark this in Seller Communication Page in Notion and escalate to Level 1

Sending Second and Third Policy through Email

1. Go to Enforcements tab in IP Secure

2. Choose Enforcement List at the top

    1. Can now see all sellers that have received any enforcement: TBs, channel policies, claims

3. Click on one that you want to send another policy for

4. In top right will see New Enforcement in Orange, click this drop down and select Send Email and keep Follow up at 2

5. Select correct template so channel policy #2 or #3 and send the same way you did the first policy

6. Add this as a Seller Communication in Notion

Sending Channel Policies through Mail

1. Navigate to Seller Tab in IP Secure

2. Click on Seller name

3. Click all offers we want to send on, MAKE SURE THEY ARE FROM SAME BRAND BECAUSE YOU WILL BE SENDING ONE TEMPLATE AT A TIME

4. Click three dots to the right of Score

5. Send Letter

6. Double check addresses are right

    1. Return: should be ours (Receiving)

    2. To: make sure this matches the most up to date information we have. You might have found a better one while researching

    3. Make sure the best address is put in Seller Information

7. Choose correct template

8. Follow-up: 2-5, however urgent it is.

    1. 2 for major seller

    2. 4-5 if not major

9. Select Regular Letter if we do not want to track

    1. If Josh has requested, we track, select Certified Letter

10. Payment should be 5996

11. Confirm and Send

Adding Seller Communication in Notion

This example is for sending an email template, but it works similarly for mail

1. In Notion: Brand Team > Brand Protection

2. Click button at top that say New Seller Communication, this will create a new page titled with @today so its clear what date we communicated or got a response

3. Add in Seller Name

4. Status = What template was sent

    1. If need to add more Status options, add them here. Could be Response to Channel Policy, Seller will Comply, Sellout Request, etc.

5. Brands: select which brand's template you sent

6. Include ASINs

    1. If ASINs not already in Brand Protection, you can add it here so it will now show up. Will be grayed out and say New

7. Communication Method: Email

8. If the respond, record response date

9. If a seller reaches out after template, create a new page in Seller Communication following steps 1-6. Copy and Paste their entire message

Purchasing a TB

When all channel policies have been sent or other members are requesting a TB, here is how to conduct those.

Try and do low value items if seller is on multiple. Also, make sure they have enough inventory where they will not be oos by the time you get the TB and can file a claim

1. In ASIN Manager find the listing you would like to do a TB for

2. Select three dots

3. Make Test Buy

4. Select an Address: Choose RH

5. Private Recipient selected

6. Address should be correct, ours

7. Payment Details 5996

8. Place Order

9. In Test Buys Tab, can track TBs and see all of the statuses

10. Once you have order ID, plug this into Notion Test Buys area

11. Once order arrives, take picture of packaging and items inside box to make sure they aren't counterfeit. Load this picture into Notion Test Buy page

Adding TB information in Notion

1. In Notion: Brand Team > Brand Protection

2. Click New TB button at top of page

1. Enter Order Number as title

2. Choose Status

3. Seller Name that we TB from

4. Include ASIN

    1. Might have to add New ASIN if it does not already exist

5. Date ordered: as today's date

6. When TB is here: attach images to Image Attachments section and mark Date receivied

Filing a Claim (Enforcement)

Once you have taken pictures and determined that the TB is in fact not our packaging, sticker is not included, item is counterfeit, etc., it is time to file a claim.

If ever not sure if you want to file an enforcement after all steps of sending 3 policies and TBs complete, you can add to Enforcement Queue with notes on why you are hesitant. Level 1 will review and let you know if it can be actioned or not. If major seller, Level 1 might just action claim. To add to Enforcement Queue, follow steps 1-4 below but select Add to Queue instead of Amazon IP Violation

1. Go to Enforcements tab in IP Secure

2. Choose Enforcement List at the top

    1. this will show you things that are Overdue or coming up. It's an easy way to navigate to what sellers we are keeping close tabs on and want to eventually file claims on

    2. can then click into those to see if all steps have been followed like all three channel policies and TBs

    3. Can also see if ASIN is still attached to seller (red paper clip icon by ASIN). We can only file if they are still on ASIN

3. Click on item you want to move forward with for a claim

4. In top right, you will see an Orange Button titled New Enforcement, click this drop down and select Amazon IP Violation

5. Choose I have read and agree with the statements below

6. Are you the Brand Owner or an Authorized Agent: Select Brand Owner

    1. We have permission from brands to act on their behalf

7. Click Submit

8. Can check Status by going to Enforcement History

Adding Enforcement Information into Notion: this is for Claims filed through IP Secure whether they are IP Violation or Rogue and if we do it oursleves

1. In Notion: Brand Team > Brand Protection

2. Click New Enforcement at top of page

3. Have the complaint ID be the title of this page

4. Enter Status, Under Review at first but be sure to change throughout the process

5. Include date filed

6. Enter ASINs

7. Type: IP Violation or Rogue

8. Filed Via: this is where you will select if it was IP Secure or ourselves through Amazon

9. Take a screenshot of them on the listing as in the seller in the buy box and the live detail page as a whole

    1. This is especially important with Rogue listings because these listings will then disappear if our claim is actioned

WAYS TO RESEARCH AND MONITOR ROGUE LISTINGS

ASIN Discovery

Use this when you want to research listings that we DO NOT sell but that are for our branded products. We call these Rogue listings and IP Secure will help us identify those on the Amazon platform through the use of keywords sweeps so that we can file trademark or intellectual property infringement claims on those listings and completely erase them from Amazon.

To set up new keywords:

1. Navigate to Group Configuration

2. Select Add new group (in top left)

3. Name it the brand for what brand's rogue listings you will be looking for

    1. You can get more specific if you want

4. Enter search terms, these are related to the word marks they own

    1. Include misspellings and spaces

2. Ex: Seabear, seebear, sea bear

3. Can include more broad keyword phrases once rogue listings with trademarks have been removed from Amazon

5. Click Add, will take 24 hours to fully populate

6. Click three dots to edit these configurations or add more search terms

7. Can also add negative keywords if certain words are pulling listings that we are not concerned with aka not for our branded products

To View Listings Pulled by our Search Terms

1. Navigate to Discovered

2. This will show you all the listings that populated, this is also downloadable

3. This might show listings we are listed on, indicated by the Extra Info column being blank: we don't want to file claims on those so we will remove them out of the list

   1. This could be pulling items in transparency: we will tell IP Secure to ignore these

4. If ASIN needs to be removed out of ASIN Discovery (it's not considered Rogue), click three dots and choose Mark as Benign and move AISN

   1. If you are unsure on what to do with an ASIN, Mark it as Needs Review.

      1. If level 1 does not follow up with you within a week, please teams them a reminder but they should be checking these review queues weekly

      1. Click the box to the right of the ASIN and select multiple to Mark all as the same thing and perform a bulk action

5. If ASIN is Rogue, go to next steps on how to file a claim

   1. To be sure, you can check if the listing has one of our trademarks on it

      1. Our trademarks are under our profile picture > Account Ips > Trademarks

   2. If not sure, Mark as Needs Review and Level 1 will review and action if needed.

To file a claim on ASIN that you have determined is Rogue

<mark>Triple check you are actioning the correct ASIN before Marking it as Rogue and Removing! This is hard thing to undo so we want to be right the first time</mark>

1. Take screenshot of listing, save in Notion (follow the above steps for Adding Enforcement into Notion from page 14)

2. Click three dots by ASIN and choose Mark as Rogue – Remove and move ASIN

3. For Which applies to you, select I have no additional information to provide, click Submit

4. Confirm and Submit: confirming this will remove the ENTIRE listing

5. This will then be added to the queue for IP Secure to take action on

EMAILING ROGUE SELLERS

We are including the brandprotection@marketplacesellersupport.com in everything we do in IP Secure so this will be the email where a lot of third party sellers reach out regarding the Trademark or IP Infringement Claims we filed against them. Here is what to do when you receive an email like this:

No mention of Legal

1. If Email is just seller asking us to retract claim with NO MENTION OF LEGAL

2. Send a Response through the brand protection email

    1. Also make sure the email sends from brandprotection@marketplacesellersupport.com

    2. It might automatically show sending from your email with your email signature so change this

    3. Sign it with:
        Regards,
        Brand Amazon Team

3. Response:
    Dear *name*,

    The complaint in question pertained to the entirety of the ASIN/listing rather than specifically targeting an account. It was submitted in alignment with Amazon's policies and directives regarding the usage of trademarks on listings without appropriate consent, as delineated in Amazon's guidelines on the permissible utilization of trademarks.

    In order to remove the policy violation from your account you must fully delete the ASIN out of the manage inventory tab. After the ASIN is fully removed, navigate to your Account Health Page and click the appeal button. Submit your Plan of Action and explain that you have deleted the infringing content. Amazon will then review and action your appeal.

    Regards,
    Brand Amazon Team

1. If the seller responds begging us again to retract but again NOT MENTIONING LEGAL then no response is needed.

    1. Even if they reach out multiple times, requesting sell out, giving us sob stories: no response needed if legal is not mentioned

    2. **Mention of Legal**

        a. IF LEGAL IS MENTIONED: immediately forward to Level 1 for review. They will have to get Josh involved so this could take some time to determine next steps

            1. **Important**: seller must note that they will not sell brand's products any more for retraction to take place. If they do not. A response is needed first

        b. To ensure brand will stop selling brand's products reply with the following:

Hello *name*,

Before we can process a retraction for the infringement claim, please agree to cease selling *Brand* trademarked products.

Regards,

Brand Amazon Team

a. Once the brand responds with agreement that they will stop selling please forward to Level 1

b. Level 1 will review and most likely retract claim: make steps for retraction.

c. If claim is retracted Level 1 will share screenshot with Level 2 and the following can attach the screenshot and message the following :

Hello *name,*

We acknowledge your response to our infringement claim and your agreement to cease selling *Brand* trademarked products.

We will retract this claim as a one-time courtesy. However, it is important to note that this retraction is not due to any inaccuracies in our filing. The infringement claim is legitimate and well-founded.

Moving forward, we expect you to fully comply with our intellectual property rights and refrain from selling any *Brand* trademarked products on the Amazon marketplace without express written permission. Failure to do so will result in immediate action without further notice.

Regards,

Brand Amazon Team

a. This should then be the last we communicate with them

b. If Seller who had retracted claim, reaches out and says claim persists, then forward to level 1

THAT'S IT, YOU DID IT! YOU ARE AN AMAZON GATING EXPERT!