

ESCORT Inc. Discovers a Valuable Brand Protection Partner in Net Enforcers, Inc.

\$1.1M of illegitimate sales from auction sites removed for intellectual property infringement.



ESCORT

THE RADAR AND LASER EXPERTS

OVERVIEW

COMPANY

ESCORT Inc.

HEADQUARTERS

West Chester, Ohio

URL

www.ESCORTradar.com

INDUSTRY

Consumer Electronics

BUSINESS CHALLENGE

- Increasing number of unauthorized dealers selling ESCORT Inc. products
- Unauthorized retailers illegally utilizing ESCORT Inc.'s intellectual property and selling counterfeit and gray market products
- Negative impacts these unauthorized retailers were having on ESCORT's brand value

SOLUTIONS UTILIZED

- Auction Monitoring
- Online Channel Monitoring
- Product Purchases

BENEFITS

- Removed over \$1.1 million worth of infringing auctions
- Continuous monitoring and reporting of fraudulent dealers

In March 2004, ESCORT Inc, the leader in radar, laser, and safety camera detection equipment, foresaw the potential negative impact hundreds of unmonitored online dealers could have on their business. With continued copyright infringement and trademark abuse on auction sites, trade boards, and unauthorized retail websites, lower brand equity would become the norm. There would be no way consumers would be able to tell the difference between legitimate dealers and illegitimate sellers of less than full quality goods and counterfeits.

Within months, Ron Gividen, ESCORT Inc's Tactical Marketing Manager, made the decision to engage Net Enforcers, Inc. to help monitor their top products online. With a focus on Online Channel Monitoring and Auction Monitoring solutions, Ron made it clear that results needed to be immediate. Within days, Net Enforcers team of analysts had identified several hundred auctions that were potentially misusing ESCORT Inc.'s intellectual property. Once the analysis was complete and uploaded into Net Enforcers' web portal, ESCORT Inc. had the information needed to protect its brand investment.

The early success of its partnership with Net Enforcers prompted ESCORT Inc. to broaden its utilization of their services in late 2004 and added their Beltronics Professional Series to the monitoring program. Net Enforcers quickly moved forward to scan the internet for unauthorized sellers of designated Beltronics products. Over the next 6 months, 90% of the unauthorized sellers were removed from trade boards and auction sites, such as eBay. To date, Net Enforcers has helped ESCORT Inc. remove over \$1.1 million worth of product violations on eBay and continues to monitor sites daily, detailing its findings to ESCORT Inc.'s executive team.

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“Between Net Enforcers’ solutions to monitor and enforce our intellectual property material, their online functionality which allows us to monitor and, if needed, send communications to dealers, to their ability to purchase product for distribution tracking, we have been very pleased with our decision to use Net Enforcers. Effective solutions and great customer service have made Net Enforcers a valuable partner to ESCORT Inc.”

Larry Clark,
ESCORT Inc.’s E-Commerce Manager

INTERESTED IN LEARNING MORE

Let Net Enforcers start protecting your online brand today! Stop the lost sales, damaged brand value and weakened relationships with your legitimate distribution partners. Our fully trained expert staff is ready to protect your brand for less than the cost of a single internal employee devoted to brand protection.

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WEB www.NetEnforcers.com

MAIL 3091 Stonecroft Boulevard
Chantilly, VA 20151

Protecting Your Bottom Line
Begins With Protecting Your Brand®

Larry Clark, ESCORT Inc.’s E-Commerce Manager, asserts his appreciation for the success of the monitoring programs as well as the overall relationship with Net Enforcers.

“As the world’s leading manufacturer of radar, laser, and safety camera detection equipment, protecting the ESCORT Inc. brand name and our dealers’ sales are both very important to us. With the rise of grey market reselling on web and auction sites, the idea of using a third party to help protect our trademarks, copyrighted material, and authorized dealer network just makes good business sense for our partners and our customers.”

Throughout the past 5 years, Net Enforcers has continued to work with the ESCORT Inc. / Beltronics team to take action against unauthorized third party retail websites. Net Enforcers works directly to provide ESCORT Inc.’s outside legal counsel with the information they need to protect their digital rights. Additionally, ESCORT Inc. began proactively reducing the distribution of product to unauthorized sellers by utilizing Net Enforcers’ Product Purchasing Program. This program enables manufactures to track a particular seller’s supply chain and identify counterfeit products.

Larry Clark continues to be very forward thinking on how he operates in the world of ecommerce.

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