

Brand & IP Protection Cyber Surveillance



Pinkerton helps protect your brand with cutting-edge e-commerce and Internet monitoring.

Throughout our history, Pinkerton has specialized in conducting sophisticated surveillance and undercover operations that have identified stolen, diverted, counterfeit and transshipped products around the world.

We're now in the midst of the Digital Age. There has been tremendous growth in newer and more sophisticated ways to steal and divert products by exploiting e-commerce channels. Trying to track down illicit activity has become more complex and time sensitive than ever. To provide additional protection in these rapidly changing times, Pinkerton provides industry-leading Cyber Surveillance Services to Fortune 500 companies around the globe.

Pinkerton's Cyber Surveillance Group develops and implements cutting-edge monitoring capabilities that allow us to help our clients:

- Track down stolen or diverted products
- Help identify counterfeit and gray market products
- Discover where stolen and counterfeit products are covertly sold
- Monitor a wide variety of auction sites

- Uncover chat room discussions and transactions
- Conduct business intelligence
- Verify distributor product license and prices

Pinkerton has assisted companies in all kinds of industries — from consumer packaged goods to pharmaceuticals, from electronics to automotive firms. And because Pinkerton has instant access to our exclusive, global network of resources, we can help you track down illegal activity even in the most remote corners of the world.

Helping shut down future illegal sales

Our Cyber Surveillance Group has developed significant capabilities in the evidentiary identification and acquisition of suspect products from brokers and sellers sold via the Internet. We work extensively with civil litigators and law enforcement officials to close down illicit merchandise sales.

This means that Pinkerton not only helps protect your brand today, we can help reduce the possibility of future illegal activity that could negatively impact your brand tomorrow.

Case Study | Cyber Surveillance: Illegal Online Source of Stolen Food Uncovered

Challenge: Mass quantities of a well-branded food product were stolen. Pinkerton agents recovered a portion of the initial heist's haul. However, the product then began showing up in cyberspace markets. The client needed to ascertain whether the product being sold online was part of the originally stolen lot.

Pinkerton's Solution: Pinkerton's Cyber Surveillance agents gained leads through numerous internet sources and identified retail sites that were selling the targeted product. Pinkerton agents were able to pinpoint a specific distributor at the center of the illegal re-selling.

Results: Pinkerton's work led to the seizure of the targeted product which had been given counterfeit labels and altered expiration dates. If these food products had not been retrieved, the result could have been a brand-damaging health hazard.

Pinkerton's holistic approach to Risk Management

Pinkerton has identified four main categories of risk factors that impact a business and its operation, both inside and outside of the company. We offer innovative services and reliable solutions specifically designed for each risk area.



Additional services to consider

Security Risk and Vulnerability
Intellectual Property Protection
Cyber Investigations
Counterfeiting Prevention
Brand Monitoring

Cyber Surveillance is one of the many Pinkerton services that address **Technology & Informational Risk**. This risk area deals with everything that is "high tech," a rapidly changing area that can sometimes change on a month-to-month basis.

Our cutting-edge services and solutions for Technology & Informational Risk are sought after by global organizations concerned with **IT systems and controls, cyber crime, threat management, business intelligence and situational awareness**.

To learn more about these solutions, or the other three major categories of corporate risk factors, contact Pinkerton today.

About Pinkerton

Pinkerton traces its roots to 1850 when Allan Pinkerton founded the Pinkerton National Detective Agency. Today, Pinkerton offers organizations a range of corporate risk management services from security consulting and investigations to executive protection, employment screening and protective intelligence. With employees and offices worldwide, Pinkerton maintains an unmatched reputation for protecting clients and their assets around the globe.

PINKERTON

101 North Main Street, Suite 300
Ann Arbor, MI 48104
+1 800-724-1616
www.pinkerton.com

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