



## BRAND ABUSE DETECTION

### Stay Ahead of Criminals Leveraging Your Brand

LookingGlass Brand Abuse Detection protects organizations against the unauthorized use of their brands and/or logos on the Internet. Many times, brand abuse is subtle and undetectable with manual searching. With the LookingGlass unique, patented technology platform, your protection will reach beyond commercial search engines for the most comprehensive online coverage available anywhere.

Brand Abuse Detection searches for the threats that pose the greatest risk to your brand, such as:

- **Cybersquatting:** unauthorized use of your brand in domain names.
- **Traffic Diversion:** unauthorized use of your brand in page titles, meta-tags, hidden text, and paid search advertisements.

- **Brand Dilution and Devaluation:** 3rd parties use your brands and logos with objectionable content or claim to have a partnership, affiliation, or other endorsement with your organization.
- **Imposter Social Media Accounts:** Identify impostor accounts featuring your brand names in the page URL or title on top social media platforms.
- **Copyrighted Image/Logo Search:** Monitor and deliver all occurrences of your logo via our Content-Based Image Recognition system, as well as traditional text based search of brand names.
- **Domain Registration Monitoring:** Weekly report of relevant domain name registrations to your brand. All alerts are analyst-vetted.

### BRAND ABUSE DETECTION PROCESS



Stay ahead of criminals leveraging your brand with complete threat intelligence reports.



Customized reporting to ensure noiseless reports; each delivery includes descriptive information on the incident's relevance.



Our analysts find the intelligence necessary to defend your brand, so you can focus on building it.

### Response and Mitigation Services

The best way to take full advantage of LookingGlass Brand Abuse Detection is to pair it with LookingGlass Response and Mitigation Services.

Many organizations lack the expertise and resources required to quickly detect, analyze and respond to threats designed to harm your organization and customers. LookingGlass Response and Mitigation Services provide the expertise needed to quickly shut down criminal or fraudulent websites, imposter social media accounts, compromised or imposter email accounts, mobile applications and cell phone accounts to minimize the impact to your organization.



**FEATURES**

**BENEFITS**

Customized Monitoring

- Eliminate brand devaluation and dilution risks from unauthorized or objectionable entities using your brands to insinuate a partnership or other endorsement.
- Save time, money and bandwidth while LookingGlass expert security analysts review threats based on your priorities.
- Reduce the chances of your customers being defrauded.
- Increase site traffic and revenue by eliminating customer diversion.

LookingGlass Cyber Security Center Support

- LookingGlass analysts with extensive knowledge in law enforcement, surveillance, management consulting, and the U.S. intelligence community.
- Custom incident prioritization ensures that LookingGlass analysts are assessing trends, identifying emerging issues, and providing other individual evaluations that meet your specific needs.

In-Depth Reports

- Noiseless reports summarizing all open source intelligence gathered, highlighting top priority items. Details include information on the incident's relevance and characteristics, such as source code and ISP contact information.

Domain Name Alerts

- Track daily global domain name registrations.

Cyber Threat Center™ (CTC)

- 24x7 monitoring of web-based threats.
- Increased security awareness and visibility into the current threat landscape.

## ABOUT LOOKINGGLASS CYBER SOLUTIONS

LookingGlass Cyber Solutions delivers unified threat protection against sophisticated cyber attacks to global enterprises and government agencies by operationalizing threat intelligence across its end-to-end portfolio. Scalable threat intelligence platforms and network-based threat response products consume our machine-readable data feeds to provide comprehensive threat-driven security. Augmenting the solutions portfolio is a worldwide team

of security analysts who continuously enrich our data feeds and provide customers unprecedented understanding and response capability into cyber, physical and 3rd party risks. Prioritized, relevant and timely insights enable customers to take action on threat intelligence across the different stages of the attack life cycle. Learn more at <https://www.lookingglasscyber.com/>.

**Know More. Risk Less.**



TechDefcon  
Dubai, United Arab Emirates PO Box 242727  
+971504529715 / +97143596595  
[www.techdefcon.com](http://www.techdefcon.com) / [info@techdefcon.com](mailto:info@techdefcon.com)