



Total Brand Care: Protecting the valuable investment in your brands

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The battleground is shifting. In a world where online commerce is rivaling traditional routes to market, new challenges are posed for brand owners in the fight against infringers. Copycats have the ability to shield themselves behind fake identities on social media and domain names registered under false names, making it increasingly difficult to identify the culprit. In order to effectively protect your products and brand, a collaborative enforcement strategy is crucial. It must combine the expertise of law enforcement, technology experts and outside counsel to successfully manage this threat on a global scale.

In Episode Seven of our Total Brand Care series, [Anthonia Ghalamkarizadeh](#) (Counsel, Hamburg) speaks with James Nurton about how the digital revolution has impacted brand enforcement; the ways in which brand owners can use technology to their advantage in the fight against infringers; and the importance of developing and implementing an efficient, meaningful and cohesive IP enforcement strategy for your brand.

Watch the full interview below.

You can find out more about our Total Brand Care offering on our [page](#).

If you would like to learn more about creating an effective IP enforcement strategy, you can download our Integrated IP Enforcement guides: [Asia](#) | [Europe](#)

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