



Case study: RAKwireless

See how innovative companies thrive with us





About The Client

RAKwireless is a committed market leader in the globally evolving IoT landscape. The company is passionate about eliminating design complexity and accelerating time-to-market for underserved and emerging markets, including open-source and industrial communities.

RAKwireless creates easy-to-deploy solutions and modular IoT products.

It was incorporated in June 2014 and is based in Shenzhen, China, with R&D centers in Beijing and Xi'an. Also, the company has collaborators and partners across Asia, Europe, and the Americas





Problem Overview

Unfortunately, with the expansion of RAKwireless products over the years, there has been a surge in the number of IP infringers taking advantage of RAKwireless's brand name and reputation to manufacture and sell various look-a-like or fake copies of RAKwireless products.

RAKwireless customer support started to receive claims from people who bought fake-product stating that products weren't functioning as expected. Obviously, customers were scammed, they were unaware that they had purchased a counterfeit.

Recognizing the risk to its reputation, revenue, and IoT community, RAKwireless had to find an effective way to detect and remove such counterfeits and IP infringements.



Damaging authentic brands' reputation
customers are unaware that the product in their hands is a fake



Product liability claims
counterfeit fails in service, and customers want authentic business to pay the costs



Loss of Sales
counterfeiter offers customers a copy of your own product at a lower price



Harming the trust between businesses
distributors, retailers, and other partners often lose trust in legitimate businesses



We did a Quick Scan analyze to estimate the size of the problem

After a very short analysis of the priority marketplaces and search engines, we were able to find thousands of infringing listings, websites, and social media accounts, including hundreds of certainly counterfeit products even without having a piece of proper product knowledge.



Third-party products were advertised with the use of RAKwireless's registered trademarks. Those products have been sold and shipped worldwide via the biggest online marketplaces, social media, and standalone websites. Offenders were abusing trademarks, designs, and copyrights (original product images, descriptions, etc).

According to our short research, the root cause of these infringements was based in China where counterfeiters were producing and distributing fakes worldwide through local wholesale marketplaces.

Please, see some examples of the detected threats:

Detected threat #1


Source: Alibaba marketplace

Product:	Goldspot miner
Threats:	- Trademark misuse - Presumed counterfeit
Price:	\$400.00
Items sold:	4
Items in stock:	~ 
Threat value:	\$ 146,832.00 


Alibaba.com Products ▾ What are you looking for...

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HIGH QUALITY STOCK MNTD HeliumS

FOB Reference Price: [Get Latest Price](#)

\$399.00 - \$400.00/ Unit | 3 Unit/Ur

Benefits: Quick refunds on orders u

Type:

Color:

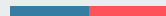
Lead Time☺:

Quantity(Units)	1 - 50
Est. Time(days)	7

Shipping: Support Sea freight




3 years for machinery v


[Alibaba.com Freight](#) | [Compare Rates](#) | [L](#)



Detected threat #2

Source: Facebook


Product:	MNTD
Threats:	- Copyright infringement - Counterfeiting 
Price:	\$126.30
Items sold:	unknown
Items in stock:	500 
Threat value:	\$ 63,236.00 



Hotspot Miner
September 13 · 🌐

⋮

Stock available



BOB-CATMINER.COM




Free shipping

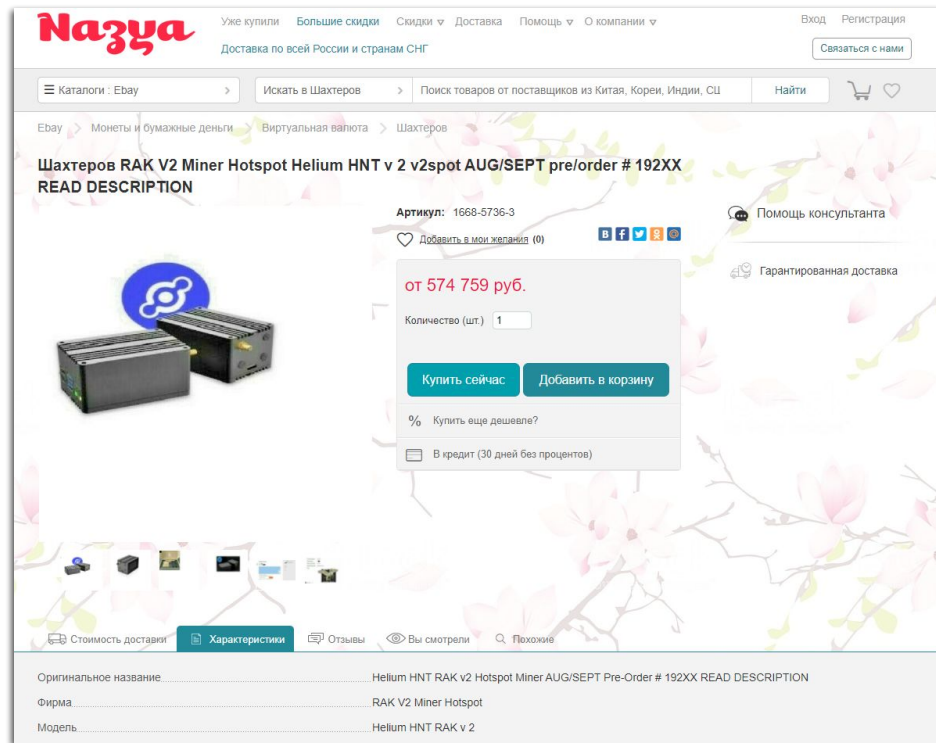
Delivery 7 to 14 days

Shop now

Detected threat #3

Source: Website

Product:	MNTD
Threats:	- Presumed counterfeit - Copyright infringement 
Price:	\$168.00
Items sold:	-
Items in stock:	40 
Threat value:	\$6744 



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Ebay > Монеты и бумажные деньги > Виртуальная валюта > Шахтеров

Шахтеров RAK V2 Miner Hotspot Helium HNT v 2 v2spot AUG/SEPT pre/order # 192XX
READ DESCRIPTION

Артикул: 1668-5736-3

Добавить в мои желания (0) 

Помощь консультанта

Гарантированная доставка

от 574 759 руб.

Количество (шт.)

[Купить сейчас](#) [Добавить в корзину](#)

% Купить еще дешевле?

В кредит (30 дней без процентов)

Стоимость доставки Характеристики Отзывы Вы смотрели Похожие

Оригинальное название: Helium HNT RAK v2 Hotspot Miner AUG/SEPT Pre-Order # 192XX READ DESCRIPTION
Фирма: RAK V2 Miner Hotspot
Модель: Helium HNT RAK v 2

Solution / Project Scope of RAKwireless

Our mission was to support RAKwireless in its effort to reduce the financial and reputational damage done by **counterfeiting**, **copyright infringements**, and other forms of **brand abuse**.

Considering our research into the issues RAKwireless was facing, we created a proposal that would:

- **Reduce client's exposure to IP infringement**
- **Protect client's profits and stop revenue leaks**
- **Safeguard client's reputation**

We created a dedicated team of experts that was working on behalf of RAKwireless to clear infringements using our AI software, expertise, and direct relationships with online platforms.

Additionally, we've added to the dedicated team an investigator who was able to assist with the identification of high-volume sellers for test purchases and enforcement coordination.



Dedicated Team Structure for RAKwireless

We have dedicated experienced personnel for this project, trained to spot the smallest detail and build key relationships with site owners and other key online providers.

TEAM STRUCTURE:

- **Brand Protection Manager**
to ensure that the objectives of brand protection strategy are accomplished.
- **Legal Enforcement Analysts**
highly experienced professional, Master of IP Laws. Responsible for the enforcement procedures.
- **Investigator**
focused on identifying high-volumes sellers, conducting researches, performing test purchases.

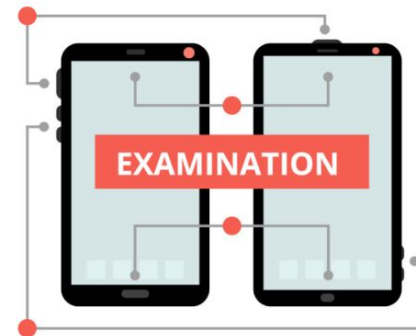


Software Setup for RAKwireless

We also did a tailored setup of our AI software to detect all hidden infringing content and counterfeit copies of RAKwireless's products across the internet.

SOFTWARE SETUP:

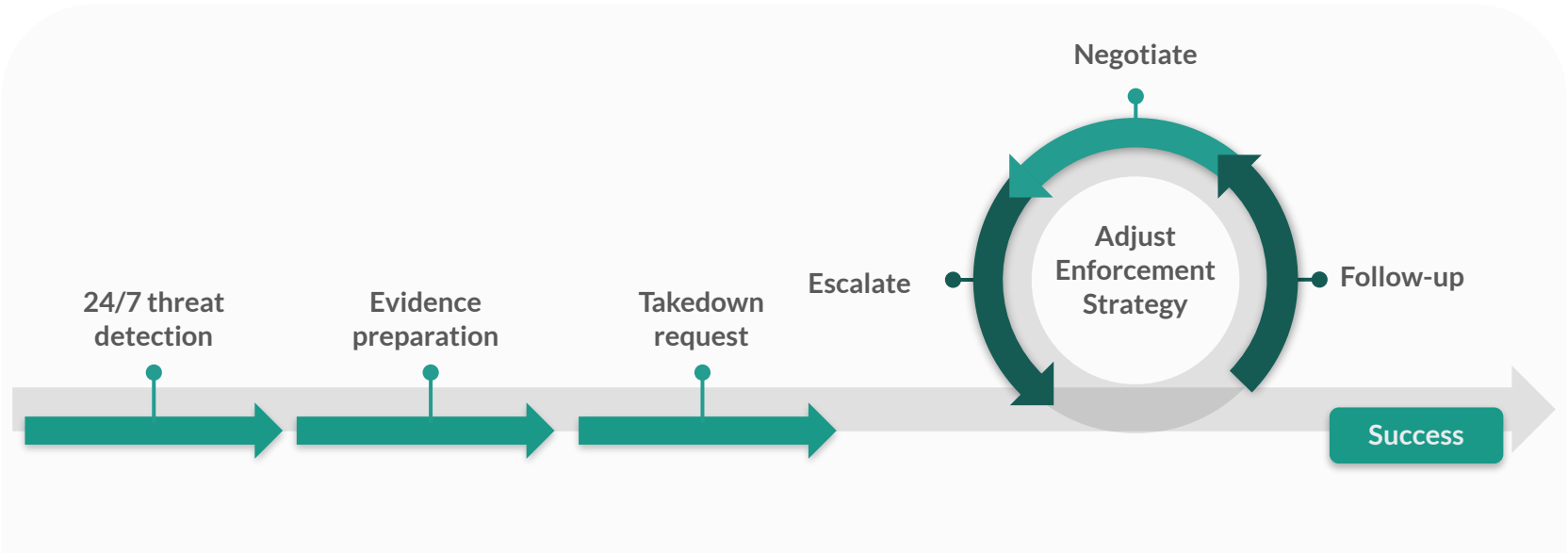
- **Continuous Software Detection of online IP Infringements**
with modules: Marketplaces / Websites / Social Media / Shopping apps
- **Access to infringements & evidence database**
with saved details and evidence about all detected IP infringements
- **Custom-built Dashboard**
with metrics that are important for the customer
- **Monthly Reports**
delivered directly to the client's mailbox



And the Project has been Started ...

The onboarding took a couple of weeks.

After that, our team started to detect, enforce and successfully takedown offenders on the full speed.





Project Achievements

1

21K+

Infringements Detected

2

99% +

Removal Success Ratio

3

€43.9 M

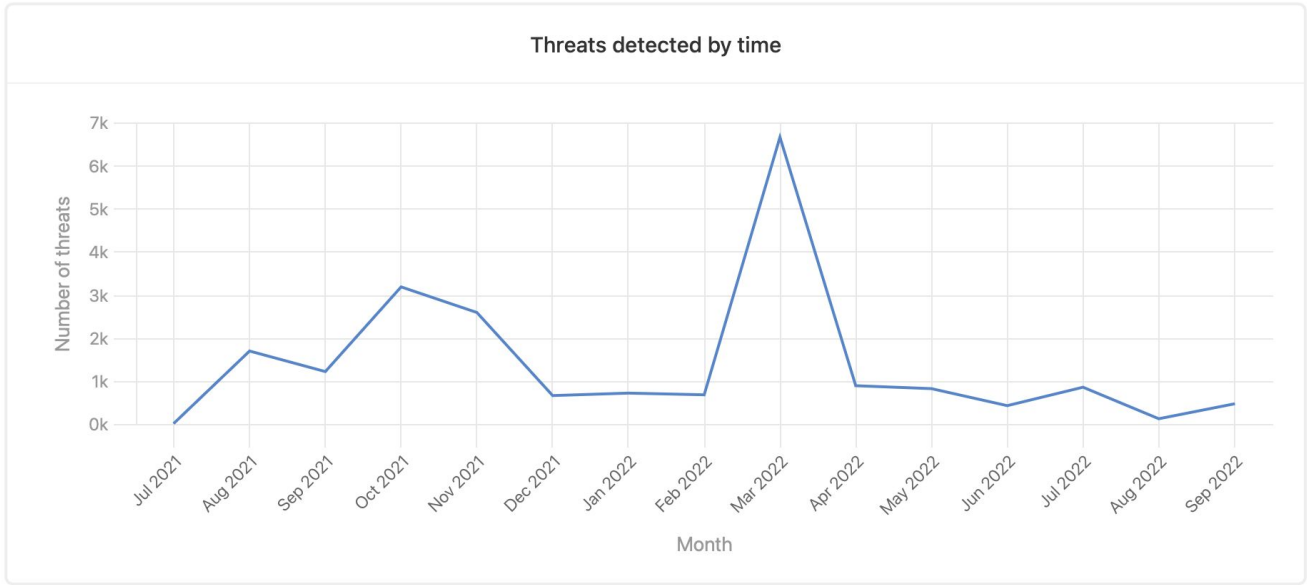
Value of Counterfeits Removed

In 12 months of working with RAKwireless we have managed to detect and terminate 20 978 threats with a total worth of 43.9 millions of euros!

It's absolutely crazy what how many offenders were trying to take advantage of our client's brand.

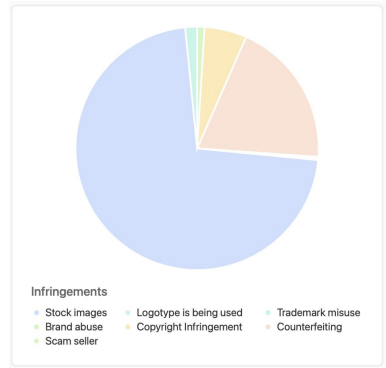


Project Achievements: More Stats



EUR 832.54
Average price per listing

EUR 43,928,294.91
Total Threats Value



Project Results

With our help, RAKwireless was able to effectively deal with counterfeits and successfully scale its online business.

RAKwireless is now protected on worldwide marketplaces, e-commerce platforms and social media websites, where infringement issues are most severe.

- **Threats removed:** 20 978
- **Revenue recovered:** EUR 43 928 294.91
- Support tickets regarding fake products disappeared
- Overall exposure to IP infringements has been reduced
- The number of newly appeared offenders decreased

It's an absolute success.
We are proud of our work.



RAKTM

IoT Made Easy

How we detect



Smart Crawler
collects and transforms data into actionable intelligence



Risk Assessment by AI
analyzes data and measures risk to detect infringements



Image Matching Engine
scans images to identify similar products that might be counterfeits



Prioritization Algorithm
calculates and prioritize the most harmful infringements on top

Catalog

Q Search among 100+ products

Sport bags x



Vendor code: 10521

Big blue lego jeep collection «Brutal»

Price:

400 \$ 600-\$



-49%

Seller Name: BestBags ☆☆☆☆☆

Under Armour sport bag for men
good quality

In stock: 24467 pieces

\$24.00 \$49.00



Vendor code: 6642

Sports motorbike, multiple switch modes to help vehi...

Price:

650 \$ 950-\$



RISK SCORE: 93% ⚠️

Triggers:

- Huge discount
- Logotype detected
- Trademark detected
- Low price
- Huge stock
- Grey keywords detected
- Low seller rating
- Seller is not authorized
- Stock image



Our Core Objectives

We are here to fight against piracy, not for selling software.

01

Stop your revenue leaks

And protect your profits by taking down counterfeit sellers that steal your sales revenue.

02

Safeguard your reputation

From damage caused by counterfeits, fakes, impersonalization, and disinformation online.

03

Reduce your exposure to IP infringements

By taking them down and claiming damage from offenders that decided illegally use your brand or steal your profits.

We create and execute **tailored brand protection strategies** that reflect your specific needs and achieve these core goals. We go beyond online enforcement with our **revolutionary risk-based AI software** and **analysts with decades of experience** and **engineers with cybersecurity backgrounds**.

What our clients say

5.0 ★★★★★

"The people at Sekurno clearly know what they are doing and don't shy away from a challenge."

VP, RAKwireless

✔ Verified Review

5.0 ★★★★★

"The most impressive thing was their critical thinking on all matters."

Senior Software Engineer, appflame

✔ Verified Review

5.0 ★★★★★

"They are a team of professionals who provides quality services."

Information Security Officer, Digitally Inspired Ltd

✔ Verified Review

5.0 ★★★★★

"The Sekurno team does their best to support clients and sustain effortless collaboration."

CFO & Co-founder, Yalantis

✔ Verified Review

Reviews 5.0 ★★★★★ 7 REVIEWS

Powered by **Clutch**

We are proud of our great reviews and keep doing everything to help our clients recover their revenue and stop reputational losses.



Why Us?

Because we are not selling you software, we are solving your problem.

We just do the complete job, so you can focus on what matters.

- 01 | No need to allocate resources
- 02 | AI software: faster detection & continuous monitoring
- 03 | Experienced and dedicated team
- 04 | Cybersecurity background
- 05 | Trusted by top brands
- 06 | Partnership relations with marketplaces and platforms worldwide





Thank you.

Igor Azarov
CEO & Founder of [BrandProtection.ai](https://brandprotection.ai)
igor@brandprotection.ai