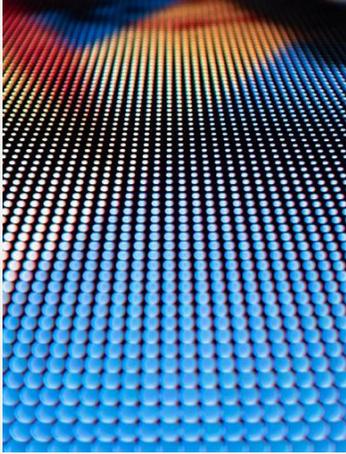


# Global LED Manufacturer Reclaims Control Over Distribution Channels



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## Company Overview

Client: B2B Manufacturing (Electronics Industry)

When you operate at the center of industrial supply chains, your brand shows up everywhere, sometimes in places it shouldn't.

That was the case for a leading global LED manufacturer. Their products, name, and identity were being misused across e-commerce platforms, confusing shoppers and putting pressure on legitimate partners.

## The Challenge

The company's global reputation depended on precision, performance, and certified partnerships. **But online, their brand was being diluted.**

Search results were dominated by third-party sellers using their trademarks without permission. Potential licensing partners were unsure where to turn or who the official representative. IP infringement wasn't always clear-cut, and identifying actual infringements required effort. Cross-border enforcement was time-consuming and inconsistent.

Even with a strong legal team and partner network, visibility into online sales was limited, and key opportunities were slipping away.

# Starting Point

Before partnering with Axencis, the company had already taken several steps to address the issue.

Their internal teams were actively reviewing activity on major marketplaces and manually removing listings when possible. However, they were missing subtle infringements, especially those hidden behind vague product descriptions or slight branding tweaks.

What the company needed was a more coordinated approach that could adapt to the nuances of its licensing ecosystem and protect brand equity at scale through professional trademark protection services.

## Solution

We partnered with the manufacturer to deploy a multi-layered brand protection and distribution control program, centered around our platform.

Here's what changed:

- We worked directly with both the legal and channel strategy teams to understand which partners were authorized, which weren't, and where visibility was most needed.
- Instead of flagging every mention of the brand name, our team focused on the real threats to trust and revenue: **look-alike product listings, unverified resellers using branding, and repeat offenders in key territories** using advanced e-commerce counterfeit detection methods.
- We used XCORE to **track product movement** across storefronts and seller IDs, identifying not just individual infringers but coordinated clusters. This gave the team a much clearer picture of who was operating where and how.

We created a clean break in the marketplace by prioritizing the removal of listings that were interfering with new licensing opportunities, a key objective of the client's IP and sales teams.

# Results

Here's what changed once the new strategy was in place.

**91%** reduction in counterfeit products and IP infringements

**6,000+** product listings executed

**62%** reduction in illegal US imports within 6 months

**78%** counterfeit drop on Amazon

**43%** counterfeit drop on Ebay

## Why This Worked (and What Other Brands Can Learn)

For this brand, the most significant wins weren't in volume, but in clarity: giving their partners confidence, protecting active deals, and ensuring the brand presented itself the way it was meant to.

If your brand is appearing in ways you disapprove, even if it seems minor, it could be quietly impacting your sales, licensing conversations, and long-term reputation.

[Risk Report](#) can show you what's out there and where to start.