# Global Innovative Company Cut Counterfeits by 60%

In just two months, our efforts exceeded expectations, setting a new standard for safeguarding our client's intellectual property.

## Company Overview

Client: **Automotive Industry**

Having a name known worldwide has its downsides.

As our client's popularity grew, so did the number of counterfeit parts and knockoff accessories appearing online. Some were easy to spot. Others weren't.

So, the Client decided to change the way it approached the problem. Here's what that looked like, and what made all the difference.

## The Challenge

**Counterfeit detection became critical** as fake parts, accessories, and merchandise began to appear across marketplaces, websites, and social media, and the problem was growing rapidly. Some listings were sloppy, while others looked nearly identical to real offerings. Many sellers even used fake distributor certificates to seem legitimate.

It wasn't just brand damage. These e-commerce counterfeits posed real safety risks for drivers.

As the fakes spread, consumers weren't the only ones affected. Clients' relationships with their legitimate resellers began to suffer, too, as partners grew frustrated with inconsistent pricing, market confusion, and a lack of visible control.

## Starting Point

**The client's team didn't wait around.** They had already made significant efforts in enforcement, filing takedown requests, submitting platform complaints, and manually tracking listings across various sites.

But the results didn't last. Every batch of removals triggered a wave of new listings. Some sellers returned within days under different names. The scale of e-commerce IP infringement, especially with overseas sellers, was outpacing the tools available to them. **That's when our client knew it was time to take a different approach to online brand protection.**

## Solution

They partnered with Axencis to transition from reactive enforcement to proactive disruption, utilizing advanced IP protection strategies. Our team rolled out a three-phase plan:

· Using our xCore platform, **we identified over 195,000 listings and focused on the top 1% of high-impact sellers,** not just based on volume, but also their influence.

· **We focused on 2,300 foreign-based counterfeiters** with the largest footprints, selected through manual review, not bots. Automated tools would've missed many of them. We quickly and visibly shut down their operations by combining expert screening with legal tools like TROs and direct marketplace coordination.

· **After breaking the major seller networks**, we moved to the next phase: **precise, ongoing enforcement through our proven marketplace takedown process.** This meant real-time monitoring, identifying repeat behavior, and removing new listings before they could gain traction. This wasn't a one-time fix; it was a system designed to prevent the problem from rebuilding itself.

## Results

In just **two months**, our efforts exceeded expectations, setting a new standard for safeguarding our client's intellectual property.

**195,750** listings found

**65%** of listings were counterfeit prior to intervention

**44%** of the market was comprised of foreign sellers

**61%** decrease in foreign counterfeit listings

**195,750** remaining listings after **two weeks**

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

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| 01 | Our client didn't just remove listings. They shifted strategy. |
| 02 | They stopped chasing symptoms and started disrupting networks. |
| 03 | They added seller-level intelligence to spot patterns, not just products. |
| 04 | They acted globally, not locally. |
| 05 | They combined enforcement with prevention through comprehensive ecommerce takedowns. |

# Would This Be Your Brand?

The truth is, most companies don't realize the extent of the counterfeit problem until the reviews plummet or a safety issue forces them to take action.

Want to see how to protect your brand from counterfeit listings targeting your brand right now? Start with a Risk Report. No obligation, just insight.