

How One Athletics Program Reclaimed Revenue from Global IP Abuse



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Company Overview

Client: Collegiate Athletics / Licensed Merchandising

For nearly a century, this football team has been one of the most recognized names in college sports. Their brand wasn't just a source of local pride; it was a key revenue stream. Every piece of licensed merchandise sold helped fund campus programs and scholarships.

However, as demand grew, so did the problem of e-commerce counterfeits appearing online in increasing volumes. Fans couldn't always tell the difference.

Starting Point

Unauthorized sellers were listing knockoffs across global marketplaces, such as eBay and Amazon, as well as on Asian platforms. **These sellers had no licenses, there was no oversight, and no revenue went back to the team.**

As a result, the program's brand reputation began to decline not just among fans but also with alumni, sponsors, and potential licensing partners due to widespread ecommerce IP infringement.

Royalties from officially licensed merchandise were being undercut, and enforcing trademarks across borders was becoming more difficult with every passing season.

Solution

01

Our investigators manually reviewed listings across eBay, Amazon, and regional platforms. We identified unauthorized sellers mimicking licensed merchandise and targeting U.S. fans, with eBay showing the highest volume of infringement.

02

We compiled detailed case files on over 130 sellers in ten countries, including China, Vietnam, South Korea, and parts of Europe. Once verified, Axencis led cross-border legal enforcement, including asset seizures.

The client's team also gained access to a real-time dashboard that provided clear visibility into flagged sellers, takedown status, and legal outcomes.

Results

Here's what changed after we implemented the enforcement strategy.

500k+ frozen assets

130+ sellers investigated

10+ different countries

Why This Worked (and What Other Brands Can Learn)

If your brand protection strategy relies solely on IP registrations and standard takedowns, you're likely missing out on bigger opportunities and losing more than you realize.

Instead of just chasing down fake listings, the client's team took a step back to see the bigger picture. They uncovered where the real damage was happening, took targeted action, and regained control of their brand in the process.

Not sure where your brand's biggest risks are? Request a [Risk Report](#) to find out.