

A Classic Toy, A Modern Problem



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Company Overview

Industry: Toy Manufacturer

This U.S. toy has been around for generations, becoming a household name with deep brand recognition. However, over the years, the name became so familiar that it began to be used generically, especially online.

This created a real problem: counterfeit versions flooded international marketplaces, often under listings that looked legitimate.

Starting Point

The product itself was simple to copy, inexpensive to manufacture, and frequently produced in high volumes, particularly in China. As a result, **thousands of unlicensed listings emerged**, leading to lower product quality and lost sales for the brand.

The client was concerned about more than just revenue. They also wanted to restore clarity to the market and reclaim ownership of their name.

Solution

We launched a targeted enforcement strategy with two main focuses: takedowns and compensation.

01 Our team manually reviewed and validated **over 20,000 counterfeit listings** across global marketplaces. The client had complete visibility throughout the process and could stay as involved as they wanted.

02 Instead of stopping at platform complaints, we identified **over 1,200 individual sellers** responsible for the infringements. Once verified, we took action at the seller level, pursuing revenue recovery and filing legal notices across multiple jurisdictions.

Axencis handled all case building, outreach, and enforcement. The client maintained 100% focus on their business while we managed the process.

Results

Here's a concise look at the outcomes achieved through Axencis' enforcement approach.

1,200+ sellers investigated

1M+ client compensation realized

20,000+ counterfeit products detected

Why This Worked (and What Other Brands Can Learn)

For years, the brand's name had been used so casually that enforcing it seemed impossible. Instead of backing off, however, they re-established control through smart enforcement, clear casework, and legal pressure where it counted.

If your product or brand name is being used without permission, our [Risk Report](#) can help you determine the extent of its use and where to start reclaiming it.