

Brandjacking and IP Infringement

10.08.2021

Brandjacking and IP infringement have become dominant threats in today's digital economy. Imagine scrolling through your Instagram messages and finding a fake "VersaceTrivia" account claiming to represent the luxury brand. It asks for a \$20 entry fee to win prizes. While many would recognize this as a scam, others would fall for it, dragging Versace's reputation into controversy. This is brandjacking—the act of impersonating a business or using its trademarks without authorization. In ecommerce, brandjacking and IP infringement cause massive reputational and financial harm to brands worldwide, making ecommerce brand protection essential.

What Is Brandjacking and Why It Matters

Brandjacking describes the act of assuming a company's identity—using its logo, name, or trademarks—to deceive or profit illegally. It's a severe form of IP infringement that erodes consumer trust and damages online credibility. In today's global marketplace, fake stores and social accounts mimic authentic brands, misleading buyers and diverting revenue. Comprehensive online brand protection and trademark protection services help identify and stop these threats early.

Common Forms of Brandjacking and IP Infringement

Identity Theft

This is the most common type of brandjacking, where infringers clone brand logos, domains, and social media accounts to impersonate legitimate companies. Consumers lose billions annually to fake sellers who pose as real businesses, often via fraudulent ecommerce stores and unauthorized marketplaces.

Fake Employees and Managers

On social platforms, scammers often pose as official employees or "verification managers." They promise account verification or giveaways for a fee. This damages brand integrity and undermines consumer confidence, making brand protection strategies vital for social media security.

Copy Websites and Fake Online Stores

Brandjackers create look-alike websites using slight variations of authentic URLs—like changing .com to .net or .org—to steal customer data and payments. Ecommerce IP protection strategies such as domain monitoring and automated counterfeit detection prevent these threats from escalating.

Smear Campaigns and Competitor Abuse

Competitors sometimes engage in digital sabotage—spreading false claims or manipulating ads to damage a rival's reputation. Without proactive IP enforcement, these tactics can diminish brand value and SEO visibility.

Subtle Immersion and Hashtag Abuse

Some forms of brandjacking appear harmless but are equally damaging. Using another company's branded hashtags or content repeatedly without authorization manipulates algorithms and diverts customer attention away from the rightful owner.

How Brandjacking Impacts Businesses

The effects of brandjacking go beyond lost sales. Reputational damage, lower customer trust, and SEO penalties can cripple a business's long-term growth. Brands spend years building credibility, only to see it diluted by imposters operating fake profiles, websites, or ecommerce listings. Strategic ecommerce brand protection helps detect threats early through data analysis, domain tracking, and marketplace takedown processes.

Staying Ahead of Brandjackers with AXENCIS

AXENCIS provides specialized ecommerce brand protection and trademark protection services designed to combat brandjacking and IP infringement across digital channels. Using advanced surveillance and proprietary counterfeit detection systems, AXENCIS monitors online marketplaces, social media, and rogue websites in real time. Each infringement is verified, documented, and removed through coordinated ecommerce takedowns and legal enforcement.

Effective IP Protection Strategies for Brands

- 1. Constant Web Monitoring** - Continuous digital surveillance identifies fake accounts, fraudulent listings, and unauthorized sellers. AXENCIS uses automated tracking to flag potential IP infringement before it spreads.
- 2. Domain Control** - Secure your .com, .net, .org, .store, and .online extensions and common misspellings to prevent fake domain misuse.
- 3. Customer Alerts** - Maintain verified email lists to warn consumers about known scams or brand imposters. Transparency protects both customers and brand loyalty.
- 4. Preparedness** - Develop a brand protection plan that integrates ecommerce IP enforcement, marketplace takedown processes, and trademark registration to ensure immediate response to threats.

Conclusion

Brandjacking and IP infringement are no longer isolated incidents—they're ongoing battles in the ecommerce world. Proactive brand protection, combined with legal expertise and advanced monitoring, is the only reliable defense.

About the author

The Axencis team specializes in human-verified brand protection, anti-counterfeiting enforcement, and IP recovery. With expertise spanning legal enforcement, marketplace operations, and digital brand protection, the team brings hands-on experience across multiple industries and jurisdictions. For questions about brand protection strategy, [get in touch](#).