



SnapDragon

6 Rules to Protect your Business

Protect your intellectual property as far and wide as you can - particularly in your home territories



Monitor sites regularly



Enlist the help of partners and customers

to report fake goods.
Don't get too distracted from your day to day business.



If you do find counterfeits

buy a sample

- know how it differs from your original



Report all bad actors

for infringing activity and get their listings removed



Register products

and trademarks with appropriate Border Forces (e.g through EUIPO) so action can be taken when illegal goods are identified



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