

RightHub®

Can Brand Protection be a revenue driver in your firm?

A case study

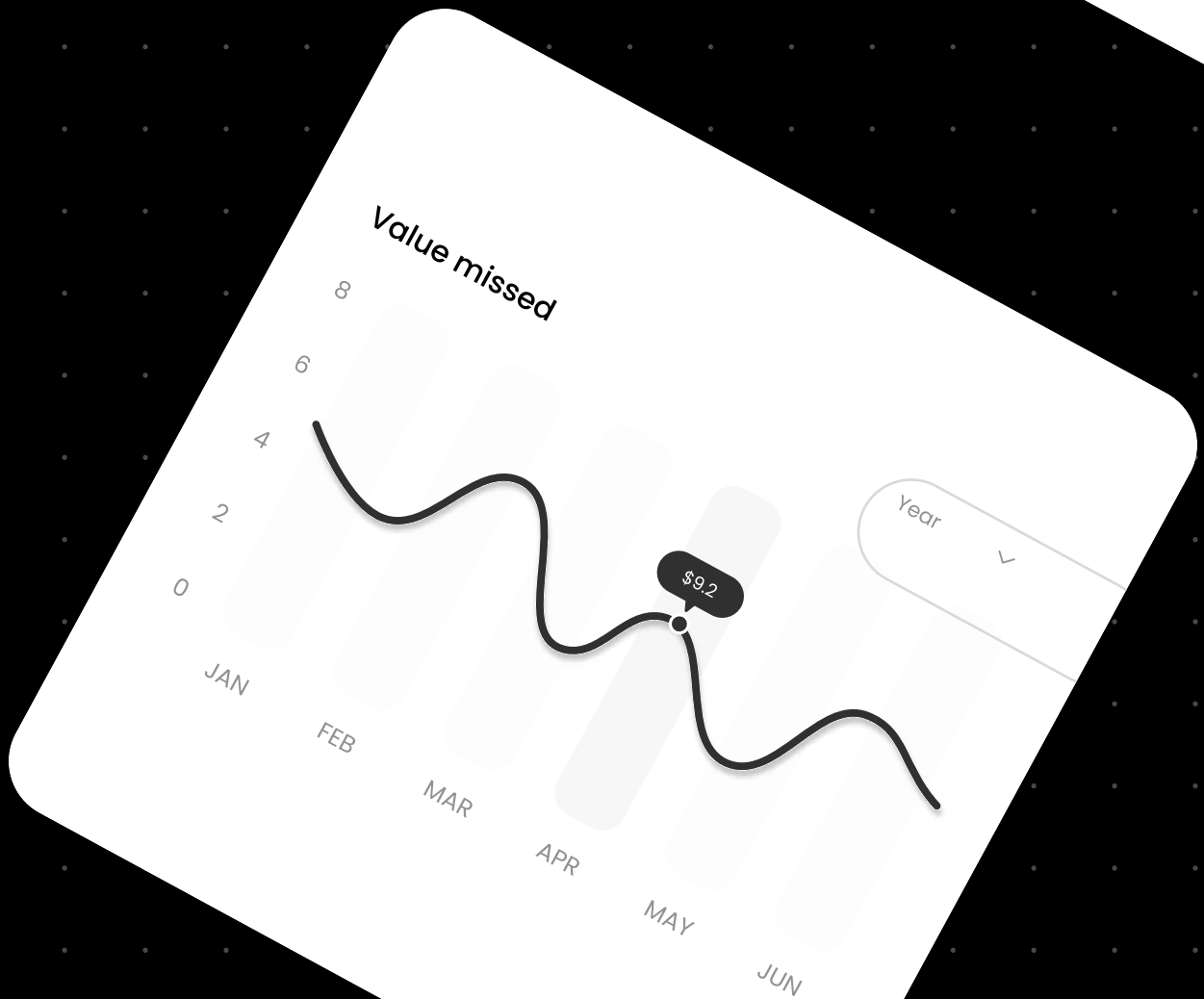
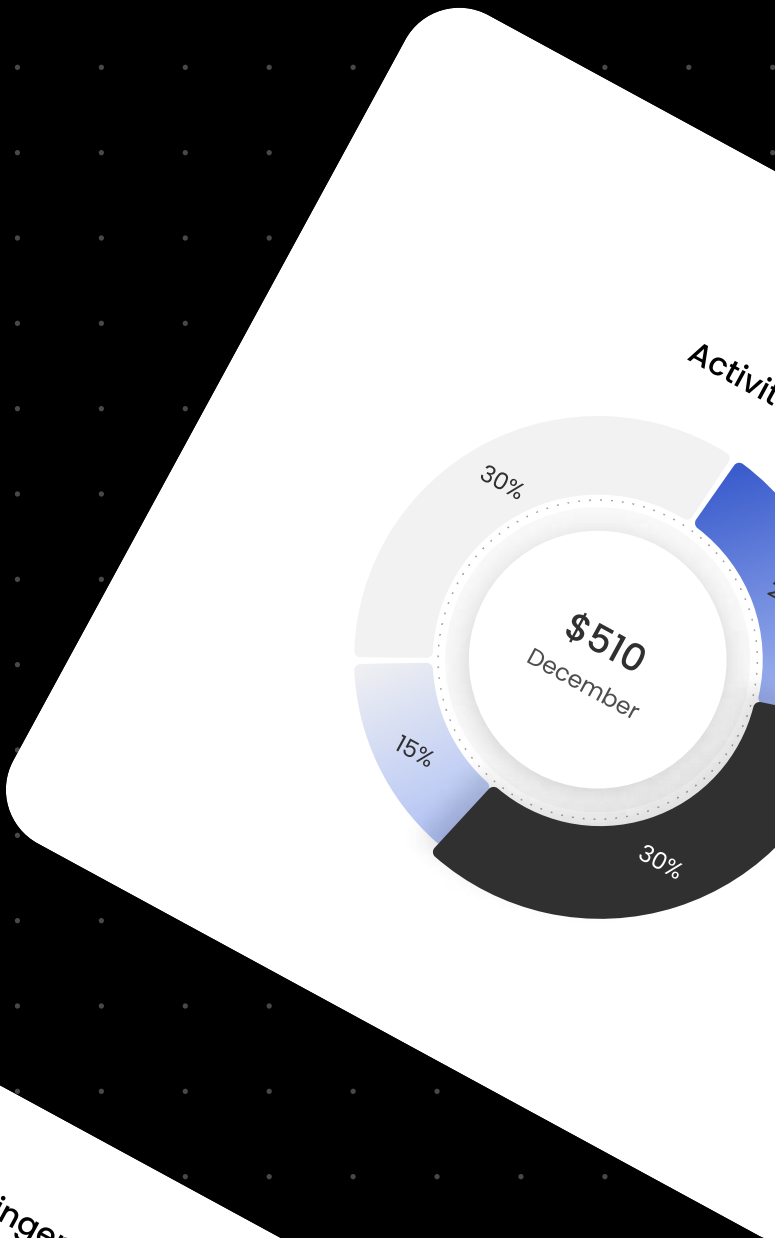


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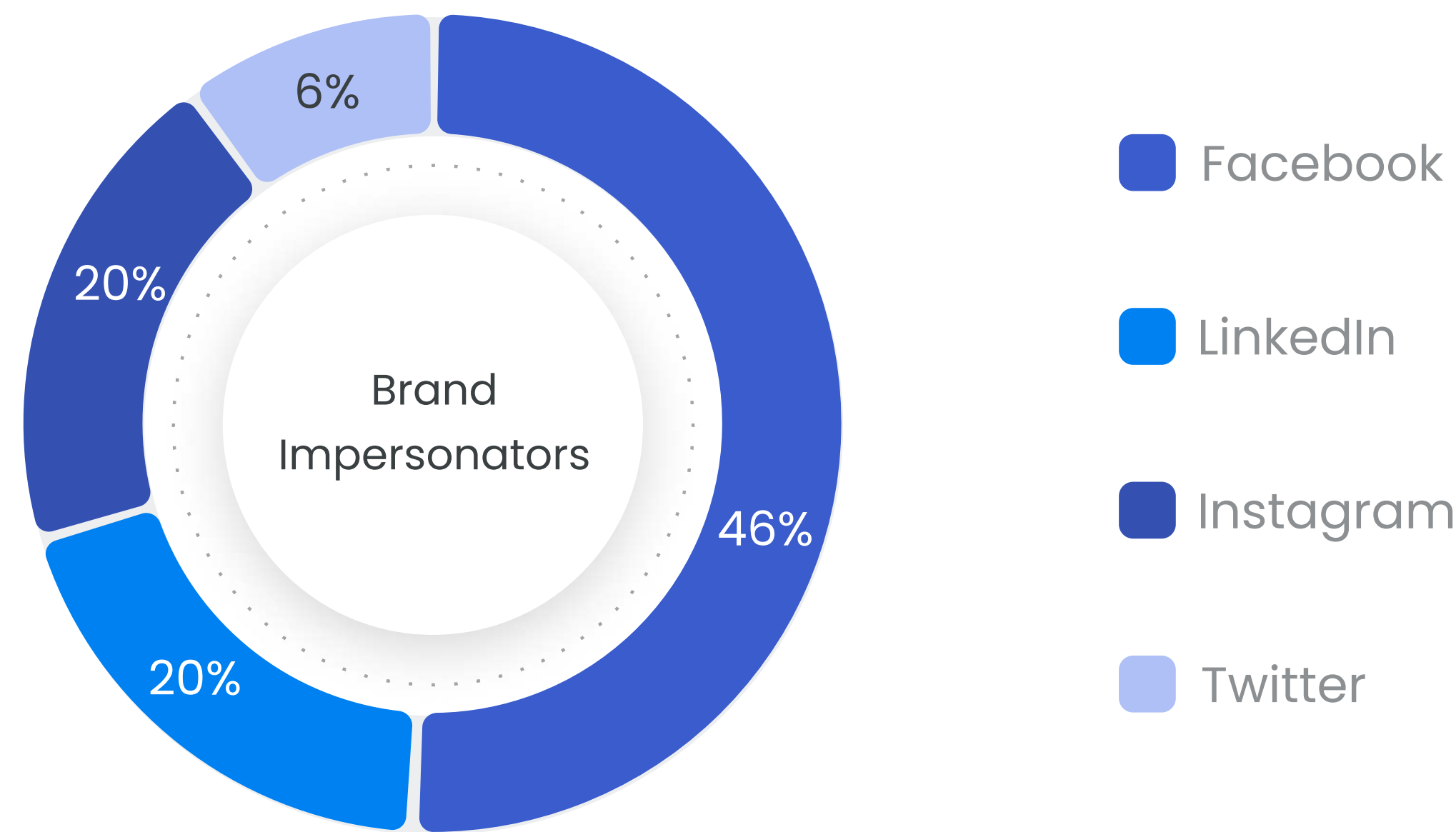
Pinsent Masons Brand Management Consultancy

Brand protection is not just about counterfeits, it's about protecting your brand, your products and your reputation and goodwill in the marketplace. Increasingly, it is latter that presents companies with the greatest challenges.

Pinsent Masons have a world-class reputation for exceptional services and innovation and are a multi-award winning law firm. They have been named as the Law Firm of the Year in 2021, furthermore, the Financial Times named them the Most Innovative Law Firm in Europe in 2020. This drive has made them pioneers in the development of brand protection strategies that not only prevent IP (Intellectual Property) infringements but also safeguard brand reputations.

In partnering with RightHub for brand protection, they have found that it not only serves as a revenue driver for their firm but also helps in building stronger relationships between corporate clients and the IP litigation and enforcement partners along with increased protection for their clients.

Top social media sites for brand impersonators



Innovation & evolution in Brand Protection at Pinsent Masons

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Innovation in service models means that you are transforming your revenue by improving the quality of the relationship and instructions that you get from your client. The partnership with RightHub and the tools they provide is the key to making that transformation happen

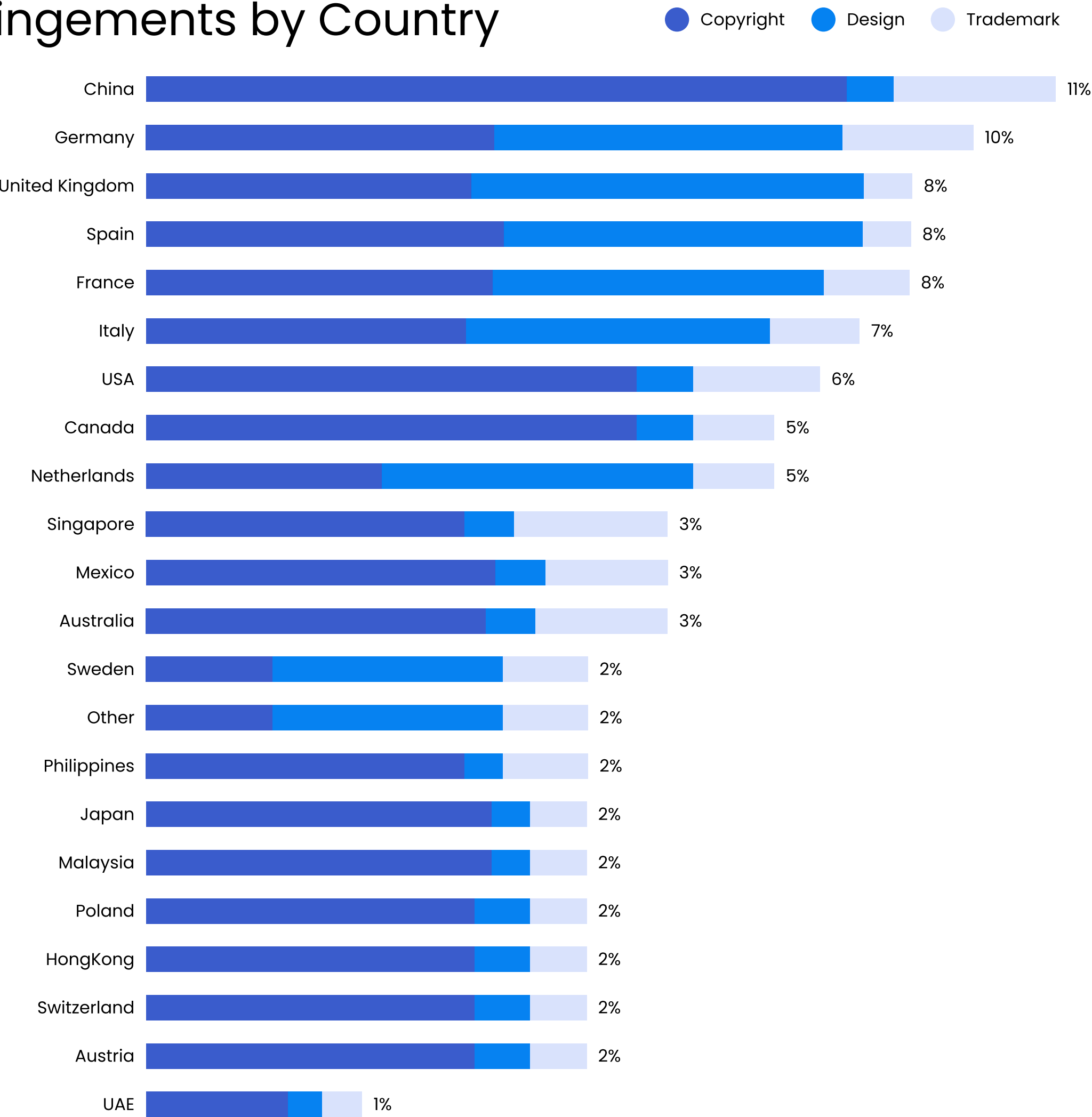
Tom Nener, Partner at Pinsent Masons

The markets in which corporate clients operate are continually evolving with increasing levels of sophistication in the individuals and businesses which pose a potential threat to clients. The online world is continually evolving too, with greater opportunities for infringements and reputational damage.

It is for this reason that Pinsent Masons have placed innovation at the heart of everything they do, combining it with the right people and critical tools to leverage real value for their clients in the management of their portfolios and protection of their brands.

The use of innovative tools alone is not a strong enough differentiator in a hotly competitive legal space. Improving the service that your clients are receiving is critical along with new thinking around models that drive increased revenue for the firm with that higher quality of service for your clients.

Infringements by Country



Growing Challenges in Brand Protection

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Your brand is one of your most valuable assets. Misuse and counterfeiting negatively affects your profits, consumer safety and business reputation at home and around the globe. The brand protection team at RightHub possess fantastic expertise but they also have a much greater level of engagement with clients and in understanding their market and needs. It's transformative for the client experience and that's very important to us.

Tom Nener, Partner at Pinsent Masons



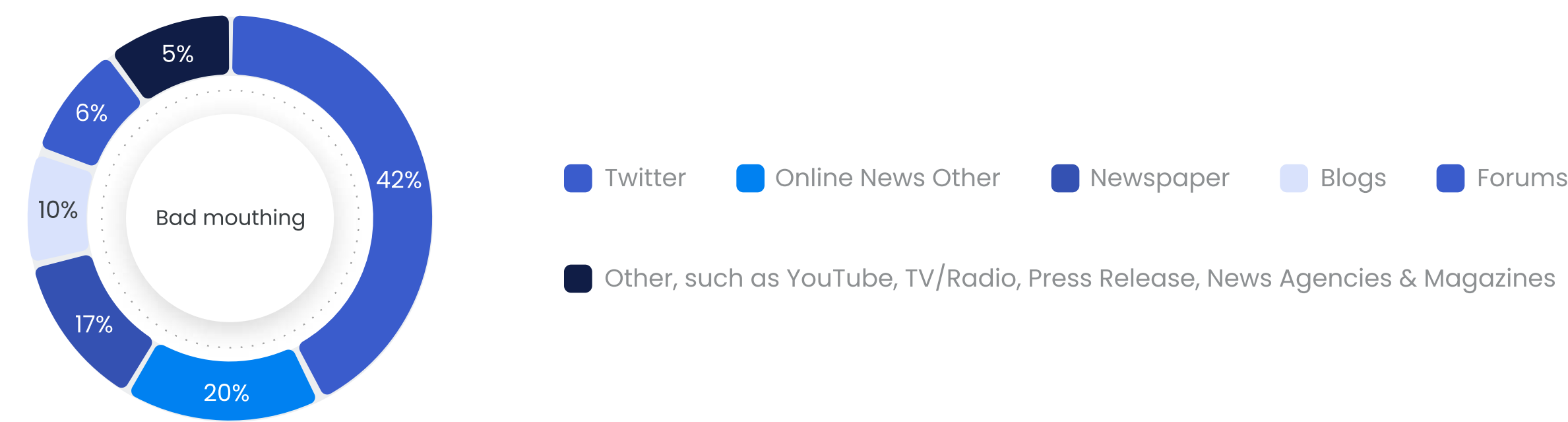
Brand protection was once perceived as being the practice of finding counterfeit products and taking them off the internet. However, nowadays, the more challenging aspects relate to the reputation of your company and brand, which are much more difficult to police without the right tools and expertise.

Fraudulent impersonators, social media criticism of the business, online abuse of key employees or associates of the company, parodies and/or ‘humorous’ takes on your product or business and use of your brand in public interest and other projects are now an everyday part of doing business online. Tracking this activity and positioning clients to strategically get out ahead of incoming disasters is rapidly outpacing counterfeits in importance for many companies.

There is a calculable value on the goodwill that a business and its reputation have in the marketplace. Losses here have a direct and tangible calculation in loss of value to the business and, dependent on the stage of development and current goals of the company, an ill-timed social media campaign of criticism can spell disaster.

Pinsent Masons have long recognised this shift and have evolved a model of Brand Management Consultancy that takes a holistic, ‘whole brand’ approach to brand protection with a more diverse team of professionals deploying wider skill sets and leveraging smarter tools to deliver additional revenue internally, along with that critical client service.

Top Social Media sites for bad mouthing



Brand Protection services that drive revenue

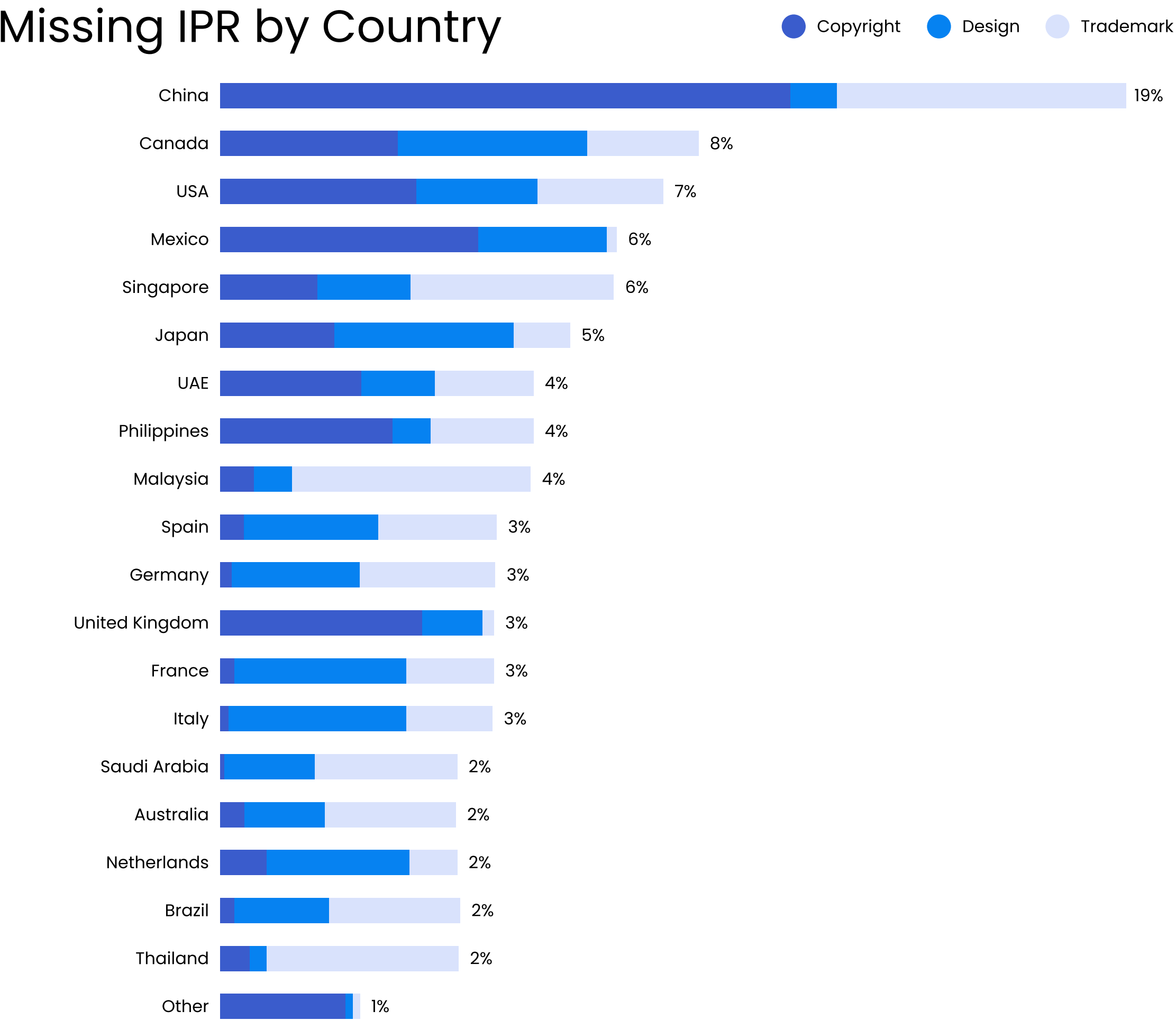
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RightHub presents data in such a way that clients have 'takeaways' from their meetings with us. Something very tangible and simple that they can refer back to – this is what the report shows, and this is what the recommended actions are. We can deliver information to clients in a better more effective way, It saves them both time and money resulting in shorter, more productive meetings with better understanding of the issues. The client is getting a better service and that's always our top priority

Tom Nener, Partner at Pinsent Masons

First and foremost, the RightHub brand protection platform reduces the administrative burden on clients, allowing them to focus on what they do best. When combined with the IP platform, it lowers client legal spend, whilst providing a more efficient and effective solution to brand management and enforcement needs.

Brand protection is often an ‘emergency’ purchase decision for your clients, and there are advantages for them in coming to view brand protection more broadly than just detecting counterfeit goods. Creating regular touchpoints between enforcement attorneys and corporate clients creates greater awareness of the use and misuse of their brand in the marketplace.



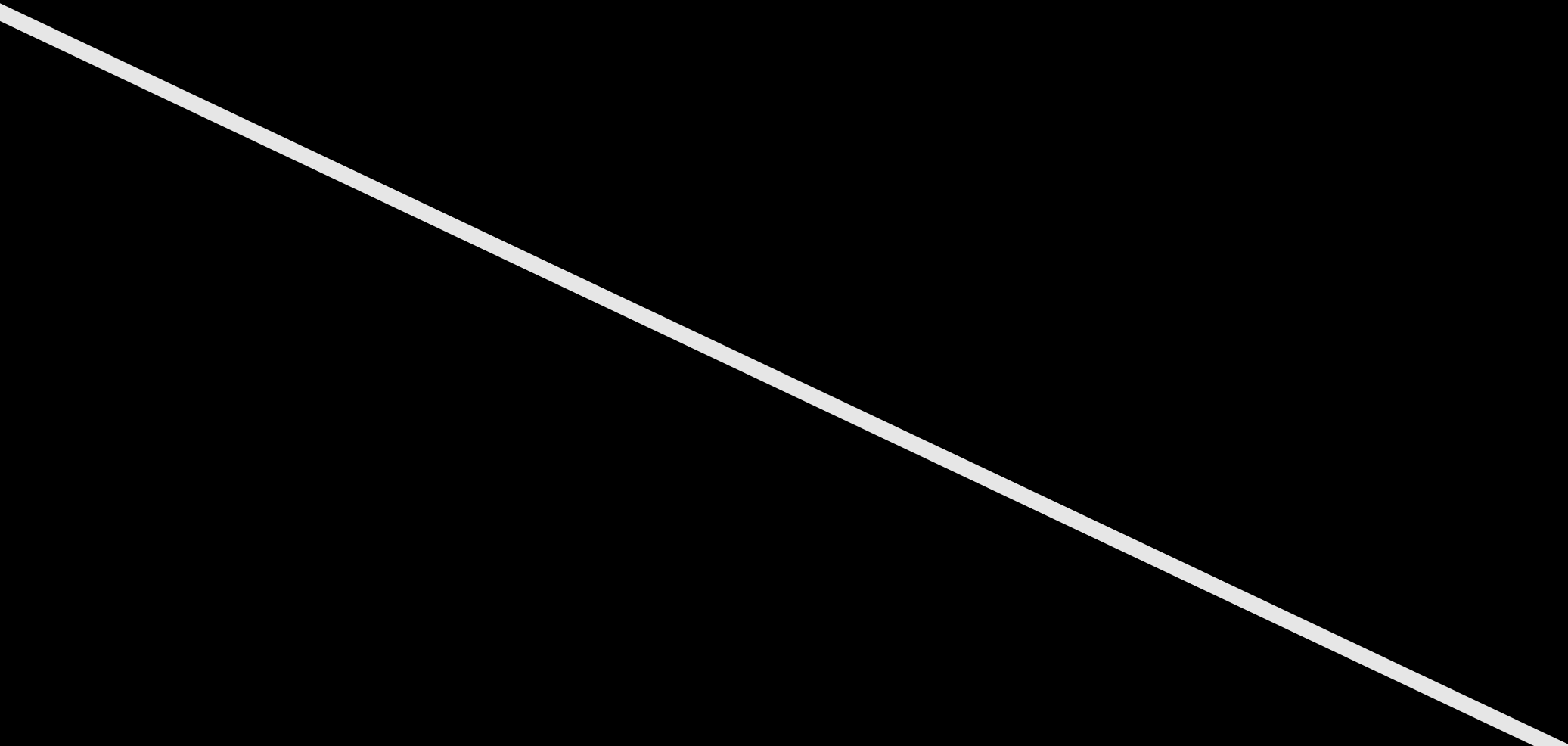
Using cloud-based tools that enable you to easily keep clients ahead of what’s happening with their brand and products in the marketplace increases the scope of their protection and is a core revenue driver in any firm.

RightHub is a brand protection system built by IP professionals for IP professionals and that expertise shows in the flexibility of the service to adapt to wide ranging client needs, even when time frames are tight!

Lawyers are enabled to do periods of intense work for clients to meet project-based or seasonal needs, perform issue spotting for a wide range of potential litigation settings and monitor online chatter for adverse events such as incoming class action suits.

Top 5 Infringers





RightHub[®]

The infrastructure for intellectual property