



Making your mark and protecting your brand online in Canada

Part two – Mitigating branding risks in the era of social media and eCommerce

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In short:
As the pandemic forced more and more businesses online, counterfeiters and fraudsters followed suit. From sale of counterfeit PPE to fraudulent websites, it is important for businesses to protect their valuable brands through understanding the risks, identifying fraud and protecting both their consumers and their own employees from bad actors.

Title: Guarding against online fraud

Key takeaways

- Register your marks with Trademark Offices where you do business
- Register your marks with customs
- Register your mark with third party online platforms
- Monitor the marketplace
- Understand your takedown options and have a plan in place
- Understand how to avoid being defrauded
- www.antifraudcentre-centreantifraude.ca

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