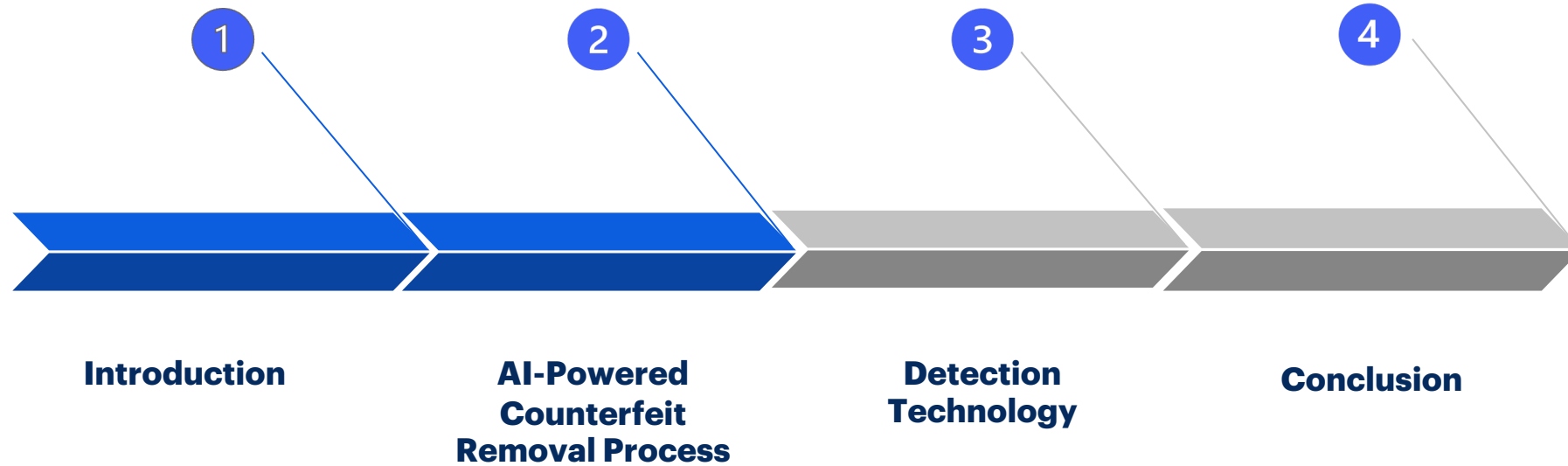


Modernizing Anti-Counterfeiting with Artificial Intelligence

Dokyung Lee | Co-Founder & CBO
dk.lee@marqvision.com
• +82 10 4132 6855

MARQVISION

Agenda



We use artificial intelligence to help global brands remove counterfeits on online marketplaces and social media



Global Market Coverage

We protect and remove counterfeits from 90+ global marketplaces and social media platforms.

Korea



China



East Asia



Southeast Asia



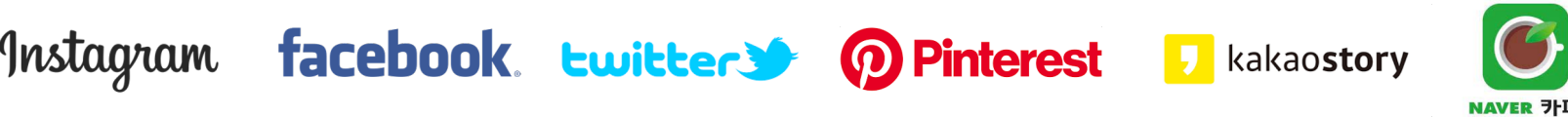
South Asia



Global



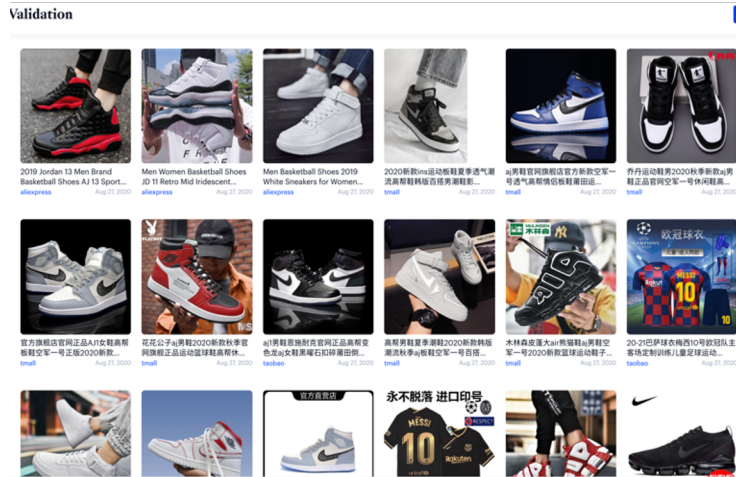
Social Media



AI-Powered Counterfeit Removal Process

1

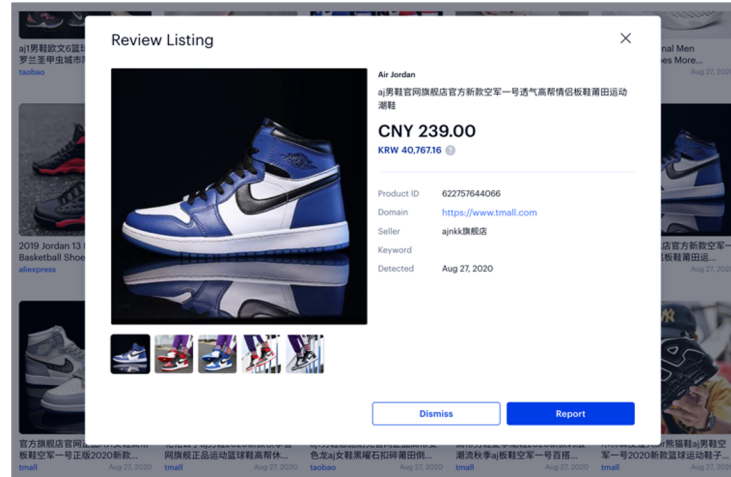
Monitor



Use AI technology to detect counterfeit listings **accurately, at scale**

2

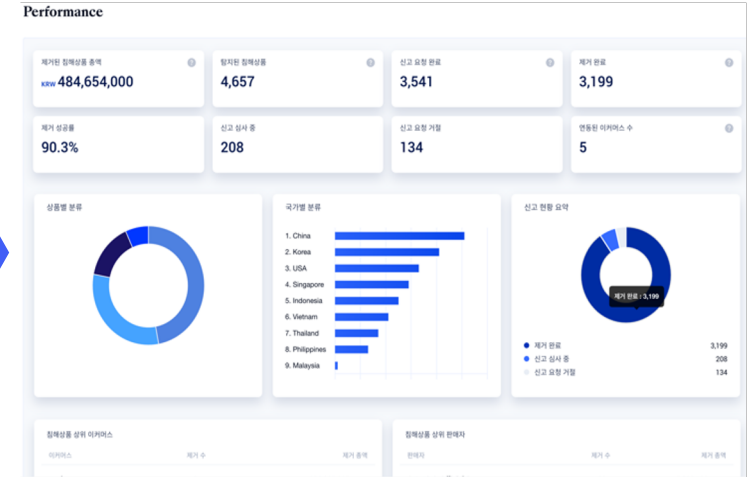
Remove



Send removal requests of detected counterfeits **in bulk, at high frequency.**

3

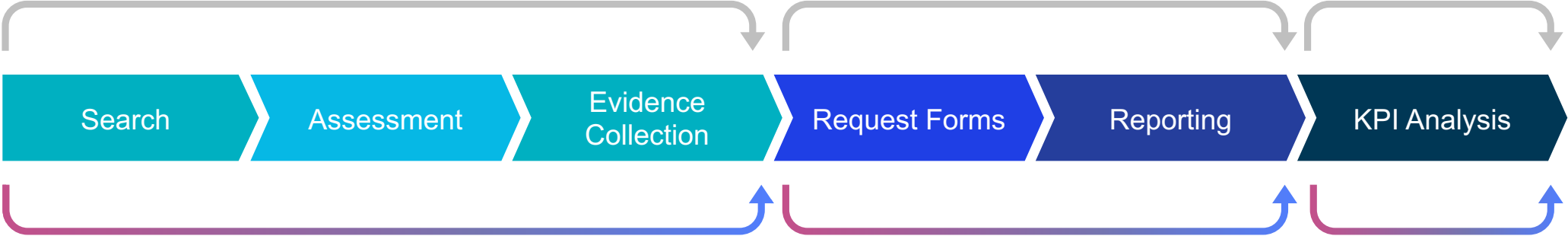
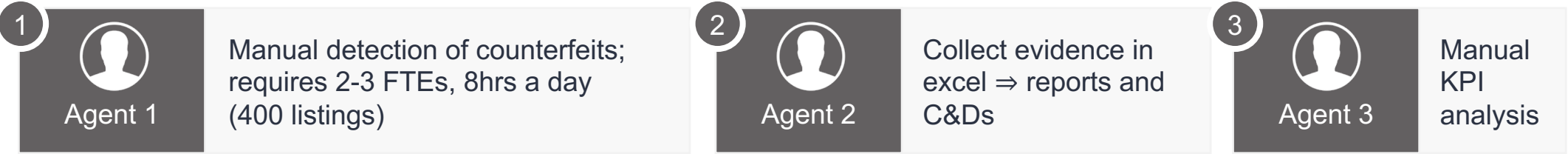
Evaluate



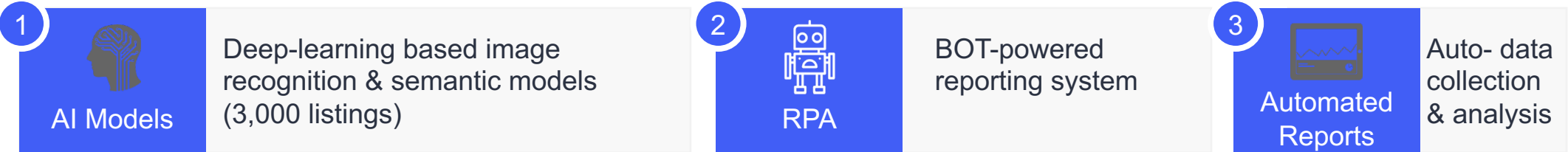
View performance metrics and insights for **wider market visibility** to devise data-driven business decisions.

Process Innovation

Manual (Traditional)



AI-Powered (MarqVision)

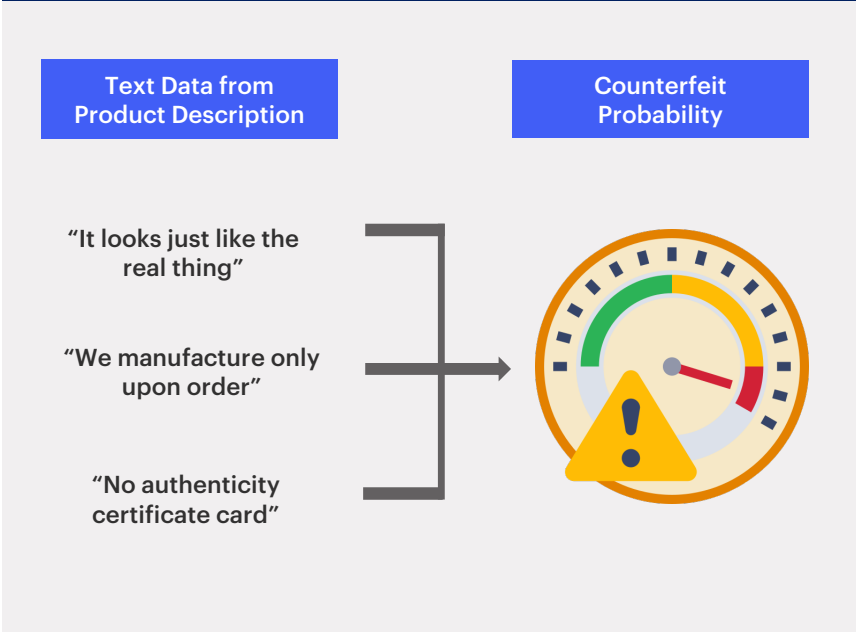


DL Image Recognition Models



Scans through millions of listings to identify visually similar products that may be potential counterfeits

ML Semantic Analysis Models



Analyze data such as price, product description and reviews to identify counterfeits with self-improving models

Detection Example

Shopee > Jewellery & Accessories > Fashion Jewellery > Bangles & Bracelets > Classic Double T Bracelet Titanium Steel 18k With Diamond Style Simple Women Bracelet



Image

Classic Double T Bracelet Titanium Steel 18k With Diamond Style Simple Women Bracelet

Text

5.0 ★★★★★ | 1 Rating | 2 Sold

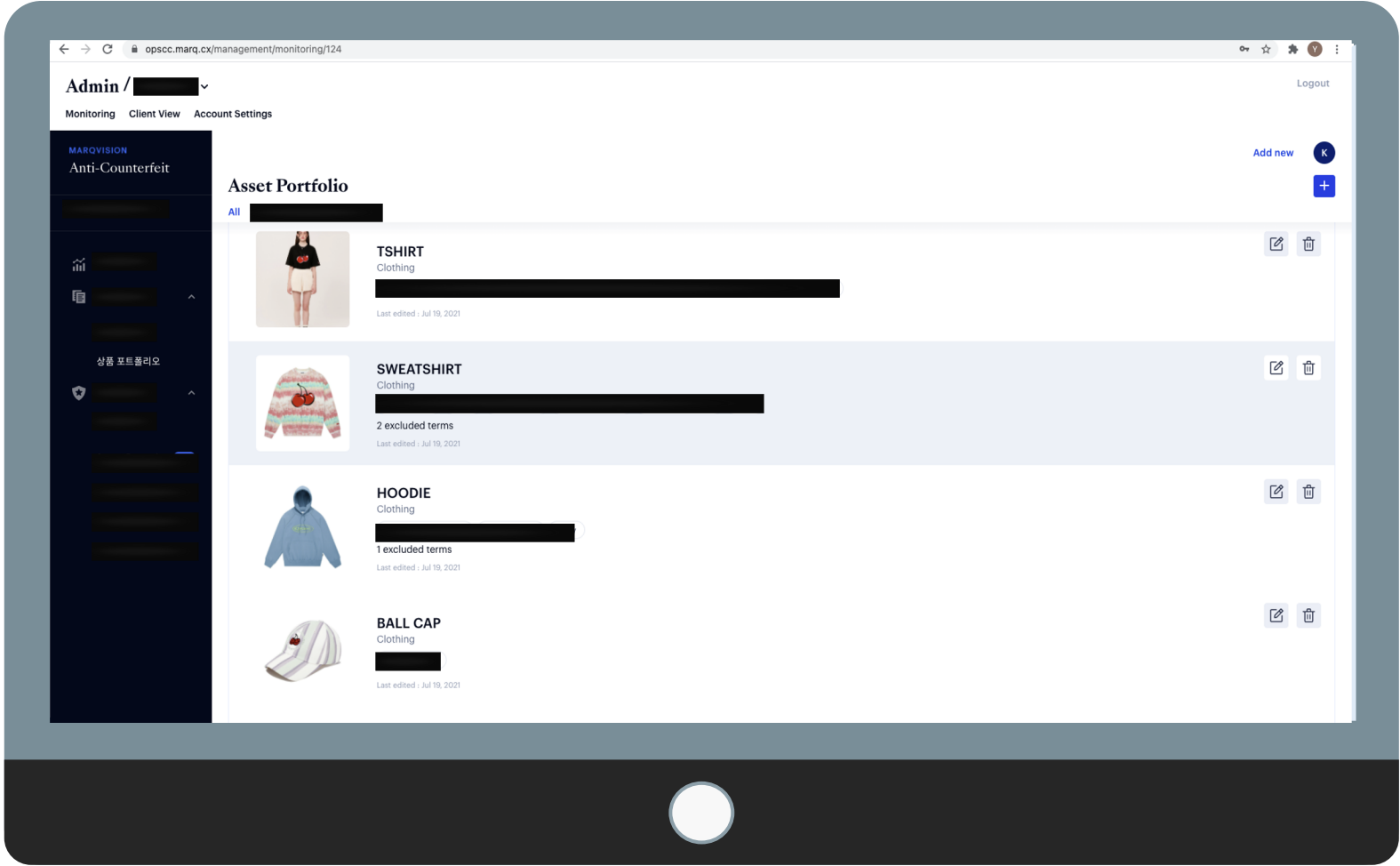
~~\$34.78~~ **\$21.93** 37% OFF

Price

Shipping Free shipping
 Shipping From Mainland China
Shipping Fee \$0.00

Remark

Find out about your brand's counterfeits



Find out about your brand's counterfeits

The screenshot shows a web-based monitoring interface for a brand named 'Kirsh'. The interface includes a navigation bar with 'Admin', 'Monitoring', 'Client View', and 'Account Settings'. A search bar is present with the text 'Include Search'. Below the search bar, there are tabs for listing statuses: 'To be approved', 'Approved', 'Public', 'Pending', 'In Review', 'Enforced', 'Denied', 'On Hold', 'Dismissed', 'Authentic', 'Irrelevant', and 'Whitelisted'. The main content area displays a grid of 16 counterfeit listings, each with a thumbnail image, a unique ID, a title, a price, and a date. The listings include items like t-shirts, hoodies, and sweatshirts, many featuring the 'Kirsh' brand logo or cherry graphics. The interface also includes a 'Filters' section and a 'Sort by: Uploaded Date (Oldest)' dropdown.

ID	Title	Price	Date
#2069094	ins正确韩国KIRSH小樱桃新工艺紫外线变色春夏扎染可爱甜美短...		Jul 16, 2021
#2069017	kirsh笑脸樱桃联名T恤女宽松发泡印花韩国潮牌短袖可爱甜美学院...		Jul 16, 2021
#2069014	韩国潮牌kirsh大樱桃新款圆领卫衣刺绣加绒金泰亨同款长袖情...	159	Jul 16, 2021
#2069015	明星同款kirsh经典印花大樱桃短袖T恤女2021夏季宽松韩版时尚学院...		Jul 16, 2021
#2071007	韩国Kirsh樱桃联名T恤上衣2021夏季新款圆领...		Jul 16, 2021
#2071018	特價出清 KIRSH 小樱桃短袖 樱桃基本款 短袖 棉质 T小Logo...		Jul 16, 2021
#2072358	KIRSH Big Cherry Logo Sweat (Blue)		Jul 16, 2021
#2073267	Crewneck Kirsh Second Original		Jul 16, 2021
#2073214	Kirsh Big Cherry		Jul 16, 2021
#2073266	Roomuseum韩国代购Kirsh保温杯 保温瓶 水壶		Jul 16, 2021
#2073162	韩国潮牌kirsh 联名小熊樱桃ins爆款可爱潮流情侣男女宽松甜美...		Jul 16, 2021
#2075768	KIRSH 樱桃刺绣卫衣优雅同款韩国小众秋冬圆领宽松百搭长袖...		Jul 17, 2021
#2075767	韩国代购kirsh樱桃丝绒圆领宽松卫衣女2021春季新款不加绒韩...		Jul 17, 2021
#2075769	韩国kirsh春季女士可爱甜美丝绒樱桃圆领长袖高头韩版宽松卫衣		Jul 17, 2021
#2075655	韩国潮牌KIRSH大樱桃明星同款连帽加绒卫衣男女情侣秋冬拉链...		Jul 17, 2021
#2075654	韩国直邮新款立体印花KIRSH樱桃连帽卫衣女减龄宽松韩版学院风		Jul 17, 2021

DON'T BRING A KNIFE TO A GUNFIGHT

Dokyung Lee | Co-Founder & CBO
dk.lee@marqvision.com
+82 10 4132 6855

MARQVISION