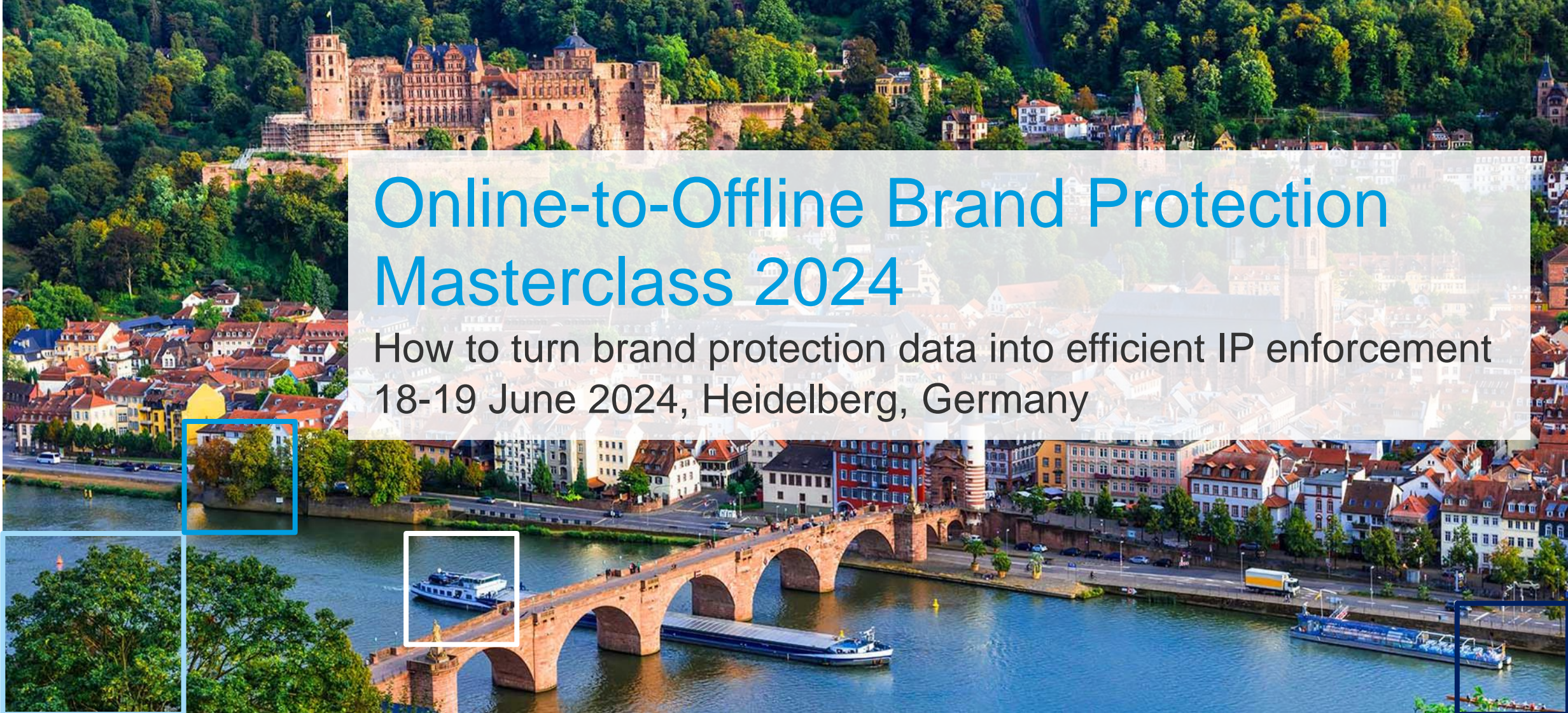


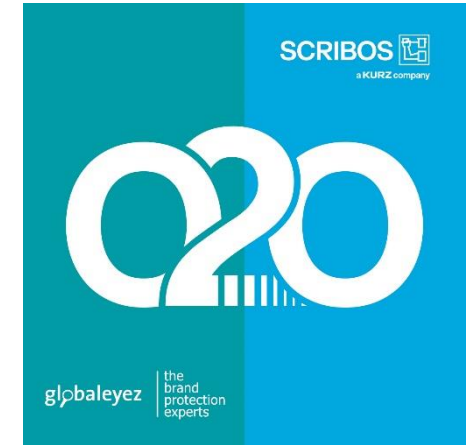
# Online-to-Offline Brand Protection Masterclass 2024

How to turn brand protection data into efficient IP enforcement  
18-19 June 2024, Heidelberg, Germany





# During this event SCRIBOS and globaleyez will present the benefits of their joint brand protection approach



## Combining digital anti-counterfeiting with online brand protection

Two key measures have proven to be highly successful in combating counterfeiting and brand misuse: digital anti-counterfeit product markings and online brand protection. Typically, these strategies are managed separately. However, there is significant untapped potential in integrating these approaches, which can significantly boost the effectiveness of a brand protection program.

At this event, SCRIBOS and globaleyez will unveil their data-driven approach to brand protection and show how this innovative method enhances the efficiency of enforcing trademark and IP rights. Through case studies and expert insights, attendees will get further insights and the chance to discuss various strategies for protecting their brands.



## Two industry experts joining forces

### **globaleyez**

With over a decade of experience, globaleyez is an industry expert with a focus on safeguarding the complete e-commerce presence of brands and protecting their IP rights, both online and offline. Their services include global monitoring of marketplaces, domains, images, social media, and app stores, test purchases and targeted takedowns.

### **SCRIBOS**

Founded in 2002, SCRIBOS specialises in innovative and secure anti-counterfeit markings. Combined with their digital authentication technology and the SCRIBOS 360 platform these solutions not only combat counterfeiting and grey market for more than 20 years, but also provide avenues for customer interaction, track & trace, and market analysis.

# O2O Brand Protection Masterclass 2024, Agenda

|                                  | Time                     | Topic   | Participants / Speaker   |
|----------------------------------|--------------------------|---|--|
| <b>Tuesday,<br/>18.06.2024</b>   | 16:00 to 17:00           | Arrival / Hotel check-in  | All  |
|                                  | 17:00 to 18:00           | Private exhibition tour "Art and Forgery", old town of Heidelberg   | All  |
|                                  | 18:00 to 21:00           | <b>Welcome dinner on top of the mountain</b>  | All  |
| <b>Wednesday,<br/>19.06.2024</b> | 8:45                     | Arrival at SCRIBOS GmbH, Sickingenstr. 65, Heidelberg   | All  |
|                                  | 9:00 to 9:30             | <b>Introduction: Anti-counterfeiting solutions by SCRIBOS</b>   | Tobias Kresse, MD, SCRIBOS   |
|                                  | 9:30 to 10:00            | <b>Introduction: Online Brand Protection by globaleyez</b>  | Oliver Guimaraes, CEO, globaleyez  |
|                                  | 10:00 to 10:30           | Coffee break / Networking   | All  |
|                                  | 10:30 to 11:30           | <b>O2O Brand Protection:<br/>Benefits of an integrated solution</b>   | Oliver Guimaraes / Tobias Kresse   |
|                                  | 11:30 to 12:00           | <b>Case study: Jack Daniel's anti-counterfeiting program</b>  | Brian Colin, BPM, Brown Forman   |
|                                  | 12:00 to 13:00           | Lunch break / Networking  | All  |
|                                  | 13:00 to 14:00           | Production tour SCRIBOS   | Matthias Gerspach, MD, SCRIBOS   |
|                                  | 14:00 to 14:30           | <b>Case study: FÉDÉRATION FRANÇAISE DE FOOTBALL<br/>presents their online and offline brand protection activities</b> | Yannick Yvin, Chef de projet Licensing, Fédération Française de Football |
|                                  | 14:30 to 15:00           | Coffee break / Networking   | All  |
|                                  | 15:00 to 15:30           | <b>Expert note: From O2O to Court to Jail</b>   | Clemens Kessler, Attorney-at-law, Kessler-Legal                          |
| 15:30 to 16:00                   | Wrap-up and official end | All   |  |

# Confirmed Speakers and Attendees



**Brian Colin**

**Global Brand Protection  
Manager, Brown Forman**

10+ years experience in  
brand protection at Pernod  
Ricard and Brown Forman



**Yannick Yvin**

**Chef de projet Licensing,  
Fédération Française  
de Football**

10+ years of experience in  
licensing including FFF and  
Automobile Club de l'Ouest



**Clemens Kessler**

**Attorney-at-law,  
Kessler-Legal**

Expert for legal services in  
the areas of Intellectual  
Property and Trademark Law



**Oliver Guimaraes**

**Founder and CEO,  
globaleyez GmbH**

Decades of experience  
in brand protection



**Tobias Kresse**

**Managing Director Innovation,  
SCRIBOS GmbH**

20+ years of experience  
in digital anti-counterfeiting



Invited

**50+** Brands

**10+** Digital  
Anti-Counterfeiting  
Specialists

**5+** Online  
Brand Protection  
Specialists

# Registration & Details

## EVENT

### Online-to-Offline Brand Protection Masterclass

How to turn brand protection data into efficient IP enforcement



## LOCATION

### SCRIBOS GmbH, Heidelberg

One of the most beautiful cities in Germany

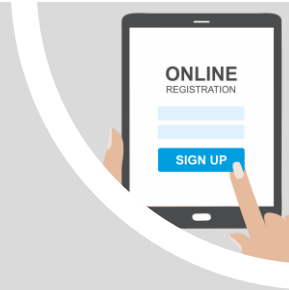
Sickingenstrasse 65, 69126 Heidelberg



## REGISTRATION

Via Email to  
[hello@scribos.com](mailto:hello@scribos.com)

Registration is open until May 17<sup>th</sup>, 2024



## FEE

Participation fee

0€ / person

Early-bird-special

All inclusive (except hotel / travel expenses)





# Additional Information and Hotel Recommendations



Heidelberg Museum

18.06.2024 – 17:00  
Exhibition Tour “Art and Forgery”  
incl. walk through the old town of Heidelberg

The image shows a painting of two figures in a room. A white square highlights a small detail on the left, and a blue square highlights a larger detail in the center. A semi-transparent text box is overlaid on the bottom right of the painting.



Welcome Dinner

18.06.2024 – 18:00  
Berggasthof Königsstuhl  
Restaurant with a stunning view over Heidelberg

The image shows a large, multi-story building with a prominent tower, set against a backdrop of a forested hillside and a clear sky. A semi-transparent text box is overlaid on the bottom left of the image.



QUBE - Bahnstadt

★★★★★

SCRIBOS rate

[qube-hotel-heidelberg.de](http://qube-hotel-heidelberg.de)  
5 km (Heidelberg) - Design

The image shows a modern, multi-story building with a curved facade and large windows. A semi-transparent text box is overlaid on the bottom right of the image.



The Exzellenz Hotel

★★★

SCRIBOS rate

[the-heidelberg.de](http://the-heidelberg.de)  
3 km (Heidelberg) - Budget

The image shows a traditional, multi-story building with a gabled roof and many windows. A semi-transparent text box is overlaid on the bottom right of the image.



Kulturbrauerei

[heidelberg-kulturbrauerei.de](http://heidelberg-kulturbrauerei.de)  
7 km (Heidelberg) - Downtown

The image shows a street scene with a brick building and a yellow building. A semi-transparent text box is overlaid on the bottom right of the image.



Leonardo City

[leonardo-hotels.de](http://leonardo-hotels.de)  
4 km (Heidelberg) – Hotel chain

The image shows a modern, multi-story building with a glass facade. A semi-transparent text box is overlaid on the bottom right of the image.



SCRIBOS products and services prove their impressive quality day in, day out in demanding conditions and SCRIBOS products are regularly subjected to strict controls. All technical information, services and data above mentioned are provided to the best of our knowledge on the basis of our practical experience. They shall be considered as average values and are not appropriate for a specification. Therefore SCRIBOS GmbH can make no warranties, expressed or implied, including, but not limited to any implied warranty of merchantability or fitness for a particular purpose. The user is responsible for determining whether the SCRIBOS product is fit for a particular purpose and suitable for the user's method of application. If you are in doubt, our technical support staff will be glad to support you. A legally binding effect occurs only with the signing of a written contract or the explicit acceptance of an offer.