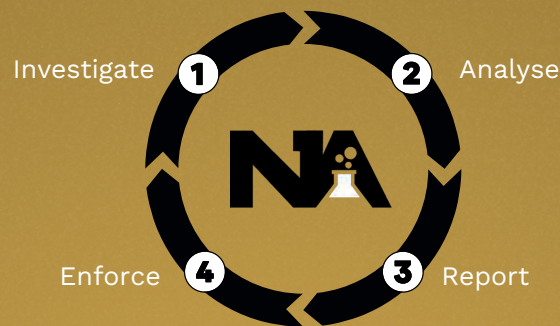


SOME OF THE E-COMMERCE PLATFORMS WE MONITOR



Light **in** thebox.com

OUR WINNING FORMULA ANTI-COUNTERFEIT PROCESS



YOUR CONTACT TO REMOVE COUNTERFEITERS

 New Alchemy Solutions
Chicago | Hong Kong | London | Los Angeles

 info@newalchemysolutions.com

For Japan and Korean companies,
please contact our agent



 info@zenworks.jp

 +(81) 90 6003 7068

 <https://www.zenworks.jp/newalchemysolutions.html>



A NEW ANTI-COUNTERFEIT FORMULA

Rather than the perpetual game
of 'WHACK-A-MOLE'
would you prefer to:

Permanently
remove counterfeits

Permanently
remove non-licensed sellers

Pay nothing for
our service

START TODAY

NEW ALCHEMY SOLUTIONS VS TAKEDOWN CEASE & DESIST LETTERS

CONSIDER- ATIONS	TAKE DOWN SERVICES	LAW FIRM	OUR ENFORCEMENT
Volume Of Infringers Removed	Medium	Low	High
Service Costs	\$1,000s per IP per month	\$200-\$500 per hour	\$0
Time Required (IP Owner)	Continuous	Continuous / High	30-60 min per month
Monetary Recoveries	\$0	To be determined	\$10,000-\$100,000s
Long Term / Permanent Impact	Whack-a-mole!	No	Yes
Suitable for companies with	Medium # of infringements Low Anti- Counterfeit budget allocated	Low # of infringements High Anti- Counterfeit budget allocated	High # of infringements Zero Anti- Counterfeit budget allocated
Platforms / Infringement Source	Any	Any	Any as long as sellers fulfill certain requirements

Disclaimer: The costs under Take Down Service & Law Firm is just a sample based on clients’ feedback and varies per company.

*Sellers’ Requirements:

Shipping to the US (most do since the US is invariably one of their largest markets) this establishes jurisdictions

Confirmed Infringement by the IP Owner

Seller should be based outside the US (vast majority of them are) joinder agreement

Platform needs a footprint in the US (most of them have) grounds to subpoena them under the US order

JUST A FEW OF OUR GLOBAL CLIENTS



BRAND MANAGER OF A MAJOR ANIMATION COMPANY

"We have been using New Alchemy Solutions since May 2020 to help us manage and control counterfeit infringement of our Care Bears Brand.

The team has been excellent partner. Quick in responses and professional in their weekly reports. The site I use to view the possible counterfeit product is easy to use.

We are happy to be working with them and highly recommend them. Their service has been an asset to our company."

MULTI AWARD WINNING TOY COMPANY

"We have been using New Alchemy's services for quite a while now. I joined ZURU back in February and have been dealing with them over the course of the year, including meeting face-to-face with Anna in Hong Kong this month.

The New Alchemy service has been very beneficial to ZURU, and us very user friendly. Once of our main product lines, Bunch-O-Balloons, is heavily counterfeited - especially in the USA which is our biggest market. The New Alchemy approach allows us to remove a significant number of listings, which we have found to greatly reduce the number of counterfeits in the market."