

Protecting Pocoyo from The Pirates

New Alchemy Solutions' Winning Approach to Anti-Counterfeiting for Zinkia Entertainment



Zinkia Entertainment creates entertainment brands and audiovisual and interactive products for family audiences worldwide. The global popularity of Pocoyo, their tentpole preschool kids show aired on Cartoon Network, HBO, Nickelodeon, and others, has continued to enjoy exponential growth.

However, this success also attracts the attention of unscrupulous businesses skilled at copying IP and churning out counterfeit products to earn huge profits for themselves.

Paul N. Holmes, Zinkia Entertainment's Head of Licensing explains, "For our Pocoyo brand, we needed

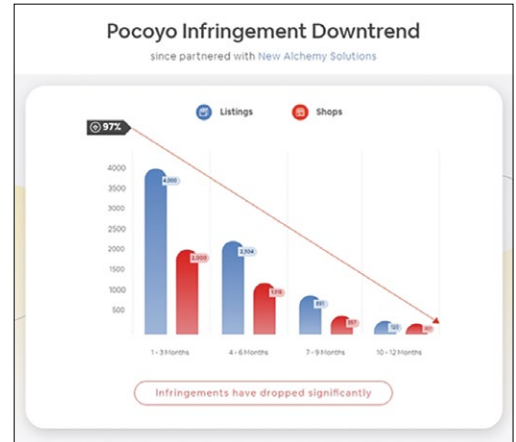
To date, Zinkia Entertainment and its trusted IP protection partner, New Alchemy Solutions, have successfully filed legal cases and permanently shut down 3,941 infringing listings of Zinkia's IP through enforcement actions against 1,887 commercial online counterfeit sellers and factories, all through ten lawsuits. The cases against these sellers have resulted in large compensation through statutory damage awards.

Holmes compared traditional legal methods with New Alchemy Solutions' method. "Takedown requests and cease & desist letter solutions have traditionally played a part but could only ever be reactive in nature, and so we are forced to participate in games of cat and mouse. Budgetary constraints on legal fee spending were also a factor we needed to consider in our search for the solution."

"New Alchemy Solutions' innovative service with user-friendly tailored software has been a true game changer for us. My main concern about signing up with New Alchemy was that I couldn't find any downsides...which naturally caused some doubts, but I am glad we did it. Our favorite aspects are that with minimal effort and no costs but significant recovery return to us, we now have a service that eliminates online counterfeits permanently. Instead of dealing with take-down requests or cease and desist letters for hours on almost a daily base, our time and resources effort was reduced by 80%. Our partners, licensees, and customers have been pleased that we are enforcing rights in this way, and of course, we have had no negative PR from consumers now being protected."

"After only working with New Alchemy Solution for a few months, we have seen a huge drop in Pocoyo infringements. This is something we've never seen before." Holmes concluded.

New Alchemy Solutions' innovative and



proactive method

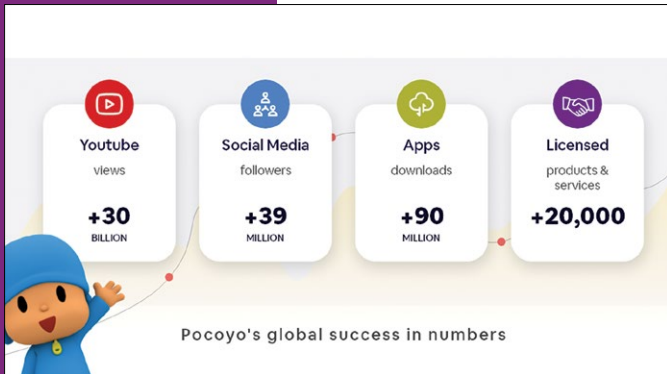
New Alchemy Solutions has successfully pioneered a ground-breaking approach to anti-counterfeiting. Their solution cuts through to the heart of the problem, i.e., the source of counterfeits, and interacts with the large commercial entities that the global supply chains depend on.

Through asset freeze lawsuits, the manufacturers and wholesale distributors of counterfeit goods at the sources of global supply chains find themselves cornered and have no choice but to negotiate with New Alchemy Solutions specialist IP counsel. The resulting settlement agreements, along with monetary damage payouts (in most cases), are effective deterrents needed to stop the counterfeiters from being repeat offenders.

New Alchemy Solutions firmly believes brand owners are the only rightful owners of their IP and no-one else. Why should any other entity derive revenue from it? Laws exist to protect an owner's IP and prevent revenue that is rightly theirs from being diverted elsewhere.

IP owners! Let New Alchemy Solutions utilize its innovative solution with the law to stop the fraudulent multimillion-dollar income firms that exploit your IP and the end consumer for their illicit financial gain.

Would Paul N. Holmes continue to employ aggressive strategies to protect Pocoyo? "Yes, especially when children's safety is on the line, an IP owner should use any method to protect its clients."



a solution to the huge numbers of pirates and fake merchandise across numerous e-platforms. Much of these originated from China, where it has always been difficult to enforce against infringers. We were also becoming very concerned about the safety of our valued customers as we have received reports of counterfeit toys with lead paint, non-fire-retardant materials, and contain chemicals which can harm children."

Holmes knows about toys, having spent a decade as a toy manager for Warner Bros. He continued, "As our business grew, so did our corporate and social responsibility. Parents are not always aware that they are buying a counterfeit product. Aside from the consumer, workers in offshore factories are often exposed to inhuman unhealthy work conditions, not to mention the problems with child labor and low wages."

Zinkia Entertainment is just one of the 150+ clients that New Alchemy Solutions serves. Its client base ranges from small mom-and-pop operations to large publicly-listed companies.

For further information on New Alchemy Solutions visit newalchemysolutions.com or contact info@newalchemysolutions.com

New Alchemy Solutions has pioneered a greatly efficient IP rights enforcement strategy.

At zero cost to the IP owner, NAS expertise is to permanently remove online counterfeits by filing joint cases in the US against infringers and obtain an asset freeze court order.

