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SIAM CONCRETING GROUP (SCG)

# BRAND PROTECTION PROPOSAL

COMBATting AND SAFEGAUrdING AGAINSt CYBERCRIME.  
AROUND THE WORLD, AROUND THE CLOCK.



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IFW GLOBAL

# OUR PROPOSAL

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# IFW GLOBAL

## TRUSTED FOR WHAT IS BROUGHT TO LIGHT

Where there is sanction, there are always people looking for ways to avoid measures safeguarding it. Looking for intricate ways of concealing their actions through structured networks of contacts, relationships and reliance, all set up to either distract the pursuer from the relevant evidence, avoid incriminating crucial members of the group or prevent dismantling the corrupt activity. Better understanding of internal structures of such groups requires months of investigative work spent on extricating the complex structure of criminal activity. Regardless of what the end result might be or how simple it may sound, shutting down an illegal counterfeit syndicates or recovering money from an international fraud always requires a substantial buildup of evidence necessary to turn the results of investigation into actionable intelligence.

IFW Global is an international cyber investigation agency and solution provider with a head office in Australia and a fully staffed operation and monitoring and enforcement centre in the heart of Asia. IFW conducts fraud investigations, asset tracking, fraud recovery, due diligence, monitoring and enforcement actions to protect, enforce and recover intellectual property rights and assets.

Now in 2016 IFW Global protects Fortune 500 companies as well as investigating notorious and international criminals. Every solution is carefully designed, integrated and tailored to the clients' threats, needs and goals.

IFW provides services to multinational brand owners and rights holders on every continent and in every language.



### WHEN WORK BECOMES A A LIFETIME PASSION

Mr Ken Gamble is the founder and Executive Director of IFW Global, formerly Gamble Investigations International and Internet Fraud Watchdog. Ken has worked successfully in the investigations and security industry since 1988 and now sits on executive boards, speaks at conferences and is seen as a thought leader in the world of cybercrime.

Ken's passion has seen him work successfully in more than thirty countries around the world solving many cases and consulting to many reputable companies. It is his dedication to results and details that has put Ken in such a unique position of thought leadership.



I'VE SPENT OVER 28 YEARS WORKING WITH  
COMPANIES AND INDIVIDUALS TO BRING RESULTS  
TO MY CLIENTS.

# INTEGRATED SOLUTIONS & SERVICES

## AN INTEGRATED APPROACH TO EFFECTIVE BRAND PROTECTION

Brands face new risks and threats every day. Global brands need an integrated approach which incorporates a good offense and defence. Brands are losing hundreds of billions of dollars each year to online counterfeiting and IP theft. But the cost doesn't end there, soft and hard costs are staggering. The negative impact impedes on customer experience, long term loyalty, marketing investments, campaign performance, safety of customers and workers and the list goes on.

An effective and integrated brand protection strategy allows you to recapture revenue, enjoy direct cost savings, and safeguard your marketing spend.



## CYBER INTELLIGENCE

IFW Global has provided actionable intelligence to law enforcement agencies, individuals and multinationals across the globe that have led to numerous raids, seizures and arrests.

The ability to assemble convincing evidence in a convoluted cybercrime investigation requires the diligence of constantly overseeing various areas of criminal activity. This vigilance is consequence of two factors, the first being the IFW brand culture – a collective of agents highly focused and constantly alert to any occurrences of cybercrime. But also the invaluable relationship with various legal entities around the world – crucial factor in IFW's immediacy of action.

There is a great number of products delivering an elemental level of threat monitoring, often automated solutions that alarm clients with any noticed activity. These often only skim the surface of digital crime and although able to become an initiator for investigative work, their job very often stops there.

# //01

NAVIGATING THE  
INACCESSIBLE.

TRUSTED  
FOR WHAT IS  
BROUGHT TO  
LIGHT.

# INTELLIGENCE & ENFORCEMENT SOLUTIONS

## GLOBAL INVESTIGATIONS

IFW Global Investigations help to uncover fraud, piracy, counterfeiting and other crimes that damage your reputation, brand equity and customer loyalty.

The global value of counterfeiting, piracy and fraud is worth over \$2 trillion each year. The global total of all anti-counterfeiting and anti-piracy seizures done is less than 1% of \$2 trillion. This low level of anti-counterfeiting action on the ground has encouraged entities to produce and distribute counterfeit.

Counterfeit goods from apparel, aircraft engine parts, to life-saving medicine have saturated the market. The dilution in sales leads to lost revenue. Counterfeit and substandard products erodes brand equity and potentially cause life threatening situations and lawsuits.

IFW Global can help companies identify and target high profile targets and take action by seizing and shutting down factories and warehouses on the ground through collaboration with local law enforcement agencies globally. Our investigations are built on delivering results.

## BRAND PROTECTION

IFW Global can protect one of your company's most valuable assets – your brand. IFW has the technology and capability to preserve brand equity and customer loyalty by reducing the use of your brand that causes confusion and fraud. The IFW Brand Protection Program reduces the amount of infringing advertisements by up to 80% in the first six months of implementation.

The universal access to the Internet has fostered the exponential growth in e-commerce. The Chinese e-commerce spending is worth over \$560 billion, and is expected to continue to grow.

IFW provides a fully integrated service that identifies and takes action against infringements. IFW Global analyses infringement statistics and conducts online investigations to develop actionable intelligence on the ground. IFW has a proven track record in identifying wholesalers and shutting down their operations through raids and seizures which ultimately leads to arrests.

The IFW Brand Protection Program has the technology that can further reduce the availability of your counterfeit products on the global market.



# BRAND PROTECTION PROPOSAL

## BACKGROUND

In August 2014, IFW Global Executive Chairman, Ken Gamble, met with members of Siam Cement Group's ('SCG's) Intellectual Property team at SCG's corporate headquarters in Thailand to discuss brand protection solutions for their brands "SCG Corporate", "COTTO" and "Tra Chang".

On 24th June 2016, IFW Global was requested by SCG to prepare a revised proposal to cover the "SCG Corporate" brand only. On 5th July 2016, Ken Gamble and IFW Global members participated in a teleconference along with SCG's IP specialists for the purposes of identifying and discussing the key brand abuse threats and problem areas that SCG are currently facing.

During the discussions, SCG IP specialists indicated that they are unaware of any immediate threats and would prefer to take a proactive approach with protecting their brand.



## IFW IMPARTS Process

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IFW proposes to work with SCG to protect its online assets, brands and intellectual property rights by applying our **IMPARTS** process as follows:

- **Identifying** the unauthorised use of the SCG Corporate brand, trademarks, and copyright text & images.
- **Monitoring** for infringing websites, auction listings B2B/B2C sites and social media including Facebook.
- **Preventing** sites falsely claiming to be sponsored, affiliated or acting as an authorised agent of SCG.
- **Alerting** SCG of potential brand infringements.
- **Reporting** on the amount, type, and seriousness of different types of infringement activities.
- **Takedown** actions against infringing websites, auction listings and B2B/B2C sites.
- **Stopping** squatters using the SCG name in their domains.

## ONLINE BRAND PROTECTION PROGRAM

BRANDS TO BE COVERED BY THIS PROGRAM.



### SCG Corporate Brand.

“Trustmark of Innovative Quality”

Official website: <http://www.scg.co.th>

## COMPREHENSIVE BRAND PROTECTION PROGRAM

IFW’s comprehensive online brand protection program includes Internet monitoring, investigations and enforcement activities on a month-to-month basis relating to any online violations of the SCG brand and trademark. These violations include the following categories:

### IMAGE AND KEYWORD VIOLATIONS

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IFW will monitor the Internet, focusing on over 200 of the world’s largest B2B and e-Commerce platforms and Social Media for image and/or keyword violations relating to the SCG Corporate brand. Once violations are identified and tagged in our monitoring system, IFW will commence enforcement takedown action to remove the offending violations from the respective advertising platforms. IFW will require a full list of authorised suppliers and distributors from SCG upon the commencement of the program to ensure that all existing authorized sellers are not affected.

Once infringements are identified and approved for action by SCG’s IP specialists, IFW will conduct enforcement action through our close working relationship with major B2B sites including as Alibaba.com to remove the offending violations.

As part of this program, we will conduct the following:

- Identify the unauthorized use of images, keywords and logos on B2B platforms and other websites
- IFW will maintain a Whitelist and Blacklist to track repeat offenders and to ensure the authorized sellers are uninterrupted
- Takedown notices issued to sellers and content owners

### UNAUTHORIZED SELLERS

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IFW will request the removal of any offending advertisements on major e-Commerce platforms where unauthorised sellers claim to have a relationship with SCG related brands. These advertisements often relate to grey market or parallel importing of product through unauthorised channels and sometimes, counterfeit product. IFW will discuss these offending advertisements with SCG to seek authorization on which advertisements SCG wish to remove from the Internet.



## META TAG VIOLATIONS

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A Meta tag is a line of HTML coding that contains metadata about a webpage. Meta tags are included in a large algorithmic puzzle that major search engines search for when deciding which results are relevant to show users who have typed in a search query. IFW will scan suspect websites for potential Meta tag violations relating to the SCG brand name. These violations are detected using IFW's specialist scanning technology and offending Meta tags can result in the website being closed down for IP breaches. IFW will initially provide a written warning to the offender requesting the offending Meta tags to be removed prior to conducting more stringent action if required.

## CLONED SITES AND BRAND ABUSE

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IFW Global's proprietary Sentinel system will identify cloned websites within 7 days of the website and its infringing material going live and being indexed. Once identified, IFW will serve a DMCA takedown notice or Cease and Desist notice depending on the offence upon the website owner. If the offender fails to carry out the required action or does not respond within 5 business days, IFW will escalate its actions by issuing takedown notices on the website host, internet service provider, content delivery network provider and domain registrar.

In order to identify and decrease the volume of cloned websites and stolen copyright and trademark content, IFW recommends to conduct the following:

- Domain searching – Identifying newly registered domains that include “SCG” in the domain name.
- Image / logo Searches
- Text Searches (3 languages) i.e Thai, English & Vietnamese
- Reverse Keyword Searches
- Meta Tag Searches
- Issue of Takedown Notices

## TRAFFIC DIVERSION & BRAND REPUTATION MANAGEMENT

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Traffic Diversion can be an issue if there are suppliers websites, news articles or other content that may negatively affect brand reputation that is ranking higher on search engines than official websites, sources and material that would be preferred. To combat these threats, a combination of proactive and reactive solutions yield the best result.

IFW Global will monitor the highest searched keywords associated with your website's homepage and other highly visited pages to ensure you are kept up to date with the current rank of your website. This will provide your website content and SEO team with valuable intelligence in order to modify content, keywords and meta tags to keep your website as the number one result.

Our online brand protection monitoring and enforcement program will monitor for infringements that are displayed in the top results for keyword searches and take appropriate action against the infringing material, eg DMCA, C&D, search engine blacklisting, etc.

## COUNTERFEIT PRODUCTS

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IFW can, on request, monitor for the sale of any counterfeit SCG products on major B2B and e-Commerce platforms and record details of offenders for follow up investigations.

The details recorded by IFW include all identifying data including but not limited to their name, address, telephone, fax, email, website and domain names, Internet Service Provider, IP address, physical address and geographical location. IFW will also store time-stamped copies of the offending advertisements for evidence if required in legal proceedings. IFW's Anti-Counterfeiting Program is addressed under a separate heading in this proposal.

# ANTI-COUNTERFEITING PROGRAMME PHASES

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## 01 //

### INTERNET RESEARCH

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7 - 10 DAYS

We conduct in-depth internet research and complete a full audit of e-commerce sites with advertisements of SCG products in the ASEAN and China regions. We then profile and categorise the sellers by order of priority for further action. (biggest first)

## 02 //

### ENGAGE TARGET

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10-15 DAYS

We engage internet sellers using undercover means and methods to gather evidence of locations, company names, website, offender identities etc. We conduct trap purchases for product analysis by SCG.

## 03 //

### ENGAGE SELLER

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20-25 DAYS

We then engage the seller in an order of counterfeit product which is then shipped to an IFW front trading company. IFW tracks the shipment and conduct a detailed investigation into involved parties and goods upon arrival. All evidence is recorded.

## 04 //

### INVESTIGATIONS

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10-15 DAYS

Investigations and identification of the source of the products using various technical and physical methods that include liaison with courier, banks, GPS tracking, law enforcement etc.

## 05 //

### REPORTING

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30-60 DAYS

Once manufacturer is identified, IFW compiles and uncovers all evidences into a comprehensive report including volume of sales, customers base, shipping channels, links to OEM, size and scope. This report can assist SCG, customs and Police.

# GLOBAL ANTI-COUNTERFEITING PROGRAMME

Counterfeiting is a major global concern that costs multinational brand owners up to an estimated \$600 billion annually. The presence of counterfeit goods in the local market not only impacts on sales of genuine goods but also can significantly damage the reputation of a brand, particularly if it becomes associated with poor quality imitation products.

IFW has been at the forefront of Anti-Counterfeiting since its inception and IFW senior management have managed Anti-Counterfeiting programmes worldwide for some of the world's largest corporations for over 25 years.

The Anti-Counterfeiting programmes are designed to gather intelligence on the ground and in the marketplace, using both online and offline resources to identify, track, monitor, collect intelligence and gather evidence against offenders; and work with Customs and Law Enforcement authorities to take action against offenders.

IFW proposes to provide SCG with a Global Anti-Counterfeiting Programme to monitor infringements against SCG brands in Thailand and globally. A strong Anti-Counterfeiting programme will increase the value of the SCG brands and provide peace of mind to shareholders, customers and other stakeholders.

## RISKS OF COUNTERFEITING

### CONSUMER RISKS

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- Exposure to serious health and safety risks associated with counterfeit building construction materials such as cement, sanitary ware and building products.
- People that unknowingly purchase counterfeit products anticipating a bargain are actually paying an inflated price for an inferior product.
- In the United States alone, it is estimated that the crime of counterfeiting has caused the loss of over 750,000 jobs.

### RETAILER RISKS

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- The sale and distribution of counterfeit products has clear legal risks -- whether sold with intent or without any knowledge whatsoever.
- Retailers pay the costs in return for inferior quality products and suffer the loss of goodwill and direct sales as a result.
- Cost of recalls.
- Counterfeiters are hard to trace -- in the case of an injury associated with a defective counterfeit product -- the retailer may be the only traceable company associated with its distribution.

### MANUFACTURER RISKS

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SCG invests heavily into research and development, innovation, quality materials and manufacturing processes, and the company works to meet the conformity assessment schemes of their markets. SCG works hard to build brand recognition and to foster goodwill with their end users. The counterfeiters who are their direct competition rely on stealing SCG brand names and profiting from SCG's goodwill and reputation resulting in the following:

- Direct loss of sales
- Loss of goodwill
- Irreparable damage to corporate brand/reputation
- Trademark dilution
- Costs of protecting and enforcing their intellectual property rights

# BUDGET ESTIMATES



01 //

## ONLINE BRAND PROTECTION MONITORING AND ENFORCEMENT PROGRAM

IFW Global conducts monthly online brand protection programs for a number of the world's largest and most reputable multinational brand owners to identify and remove offending infringements from all primary e-commerce and social media sites on the Internet.

During the online monitoring process, IFW Global's Brand Protection Analysts conduct research and analysis of all material collected by our ®Sentinal system to verify and collate the data and to ensure the prompt processing of take down notices to the offending e-commerce or social media sites. In cases where notices are challenged by these sites, our analysts will liaise and attempt to resolve the issues to avoid running up expensive legal costs that would traditionally be incurred.

IFW Global produces monthly reports of the monitoring program to demonstrate the results of the month's monitoring activities, successful take downs and any key findings of concern that require further action on the ground or further enforcement action.



ESTIMATED COSTS: USD \$11,000 PER MONTH



02 //

## CYBER INVESTIGATION OF OFFENDING SELLERS & WEBSITES

Our investigation team manages the collection of intelligence and other data associated with the offenders, such as key identifiers relating to communication channels (email, phone, VOIP numbers, website, Skype, WeChat, Facebook, Whatsapp, Viber, Fax, etc.). This is used to conduct in-depth cyber investigations into offending websites that sell counterfeit SCG products to ascertain the owners of the sites.

IFW Global can establish the location and jurisdiction of the target offender/s operating the website/s so that further investigative and legal action can be commenced on the ground to include law enforcement action.



ESTIMATED COSTS: \$1,500 - 3,000 PER TARGET

# ONLINE BRAND PROTECTION PROGRAMME BUDGET BREAKDOWN

IFW recommends the following budget allowances for the online brand protection Program for SCG Corporate:

BRAND NAME	SERVICE TYPE	COST PER MONTH USD	REPORTING
SCG Corporate	Online Monitoring & Enforcement on B2B / B2C sites, e-Commerce platforms and Social Media to detect brand abuse, image and/or keyword & Meta tag violations unauthorised sellers & counterfeit products	\$6,500	Monthly
SCG Corporate	Online monitoring to identify cloned websites and conduct the appropriate enforcement actions	\$1,500 - 2,500 (depending on size & complexity of website)	Monthly
SCG Corporate	Online monitoring to identify websites that prompt traffic diversion, negative brand reputation and search engine optimization issues. Conduct the appropriate enforcement actions	\$2,500	Monthly

## ESTIMATED COSTS RECOMMENDATION

Based on the above table, we recommend that SCG allocate a budget of \$10,500 - \$11,500 per month towards the IFW comprehensive online brand protection and program.

# ANTI-COUNTERFEITING PROGRAMME BUDGET BREAKDOWN

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## Estimated budget allowance per target:

PHASE	EST # DAYS	DAILY RATE (USD)	BUDGET ALLOWANCE (USD)
Internet Research (Identify targets)	1-2	800	800 to 1600
Engage Target	1-2	1200	1200 to 2400
Engage Seller*	2-3	1200	2400 to 3600
Investigate and Identify	1-2	1200	1200 to 2400
Reports and Briefing	1-2	800	800 to 1600

\*Costs of purchasing the counterfeit product are not included in this table

## PHYSICAL (ON THE GROUND) COUNTERFEIT INVESTIGATIONS

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Physical Counterfeit Investigations are on a cost by case basis and can be based on the estimates set out in the table, the average cost of an physical investigation into a counterfeiting target from start to finish is between \$6,400 and \$11,600 plus expenses (travel, accommodation, courier, shipping, products).

At the completion of each Phase, IFW would review the outcomes and deliverables against the goals and desired outcomes, to ensure the programme is on track. At the completion of each Phase a GO/NO-GO decision would be taken by SCG before IFW proceeds to the next phase.

The budget allowance does not include any additional phases of work at this time. Any additional work not covered as part of this proposal would form the basis of a change request and be quoted separately. Any additional expenses (travel, accommodation, etc.) do not form part of the daily rate and will be agreed to prior to writing from SCG.



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IFW GLOBAL

THANK YOU.

WE LOOK FORWARD TO HEARING FROM YOU.

**IFW Global**  
**Proposal For SCG**

[WWW.IFWGLOBAL.COM](http://WWW.IFWGLOBAL.COM)



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#### CONTACT

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#### IFW GLOBAL

Around The Clock, Around The World.  
Exposing and Eliminating Cybercrime.

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