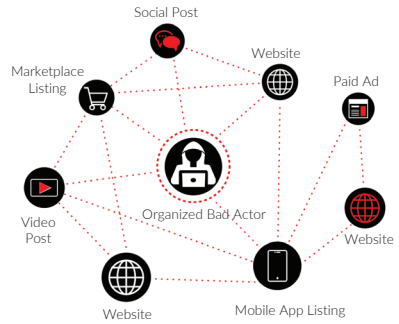**LexisNexis®**

Pinpoint, Link, and Remove Entire Brand Abuse Networks

See What You've Been Missing

Appdetex Tracer® is the industry's most powerful investigation technology. This patent-pending technology helps you reveal entire brand abuse networks and surface the true scope of illicit online campaigns targeting your brand and your customers. Appdetex Tracer automatically detects, attributes, and links the behaviors and online marketing campaigns of brand abusers and their affiliates, delivering rapid results easily.

Appdetex Tracer offers the broadest digital channel coverage along with the most sophisticated identification methods, discovering and linking more unknown abuse networks than any other approach or provider. As a result, your countermeasures and enforcement strategies are more targeted and informed. With Appdetex Tracer, you can be confident your time and energy are focused on the highest-priority brand abusers.

Take down and disrupt complete abuse networks with greater speed and efficacy

Appdetex Tracer helps you systematically pinpoint and link the unseen fingerprints left behind by brand abusers. These traces serve as key data and clues that are automatically linked, analyzed, and scored. Interactive table and graph views help significantly improve both the speed and depth of investigative work, uncover more abuse vectors, and provide additional key evidence to supplement enforcement efforts.

Why Appdetex Tracer®

Know where and how to prioritize your enforcements

Uncover the true scope of bad actor networks targeting your brands

Arm your litigation team with correlated bodies of evidence to maximize return on investment

Avoid whack-a-mole approaches by mapping and disabling entire networks of abuse

Reduce noise associated with traditional brand protection detections

Unearth clues to inform strategy and transform countermeasures

Adapt to changing abuse schemes and nefarious activity

An Automated and Data-driven Approach

Appdetex Tracer® unlocks the hidden clues and insights that exist within known and unknown brand protection datasets. Built on a powerful graph database, Appdetex Tracer is designed to identify not only critical datasets but also the relationships between those data points. Exponentially more powerful than traditional relational databases, Appdetex Tracer operates at true enterprise scale. Appdetex Tracer automatically harvests, analyzes, scores, contextualizes, correlates, and visualizes vast data sets and the industry's broadest set of digital channels.

Fueled by the most flexible tracing capabilities in the industry, Appdetex Tracer enables you to look above and beyond basic identifiers like name, email, IP address, etc., to uncover and disrupt everything from the one-off bad actor to expansive criminal digital ecosystems with higher speed, ease, accuracy, and efficiency.

Our patent-pending solution is intuitive, flexible, and insightful. You can toggle between tabular and graph views along with multi-tab investigations, making it easy to pivot, manipulate, and maneuver through expansive datasets.

Key Capabilities

Multi-channel correlation
Correlates data across the broadest set of digital channels including mobile apps, websites, domains, social media, marketplaces, and search engines to better identify and link the full scope of abusers' tactics and behaviors.

Advanced Digital Tracing™
An advanced tracing capability that automatically detects, analyzes, and correlates the unseen fingerprints left behind by bad actors to uncover abuses and abusers that other solutions can't find.

Dynamic correlation
Recursively correlate on existing datasets then pivot upon and recrawl the newly uncovered data to detect more threats and networks for greater and broader detections.

Trace Graphs and Trace Tables
Look at your data in graph and/or tabular formats to aid in investigative research. Easily toggle back and forth between both formats within an intuitive and easy to use interface.

Advanced filtering
Easily filter results and re-render graphs and tables with intuitive and powerful filtering rules.

LexisNexis® Intellectual Property Solutions
Bringing clarity to innovation.

To learn more visit us at

www.lexisnexisip.com/ brandprotection