



COUNTERFAKE

AI-Powered Solution Against Counterfeiting

Presented By :
Counterfake

About Us



Against Counterfeiting Now What Have We Done So Far?

Counterfake is a pioneering technology company focused on protecting brands in digital environments through its innovative approach and advanced technological solutions. By offering AI-powered products and services against counterfeiting, brand infringements, and digital fraud, Counterfake helps businesses safeguard their brand value and customer trust.

Its solutions provide brands with comprehensive protection through active monitoring, real-time reporting, and automated intervention across e-commerce platforms, social media channels, and digital marketplaces. With a globally compliant technology infrastructure and a team of experts, Counterfake ensures a secure future for brands in the digital world.



Product Links
Analyzed

4.401.654



Counterfeit
Product
Detected

1.798.596



Followed
Sellers

925.000



Counterfeit
Seller Removed

25.462



Our Success
Rate

%98

How Do We **Protect** Your Brand?



What We Can do for You?

At Counterfake, we offer a 24/7 AI-powered monitoring system to protect your brand across digital platforms. Our advanced technology continuously scans e-commerce sites, social media, and other digital channels to detect counterfeit products by analyzing logos, product images, brand names, and keywords. Once an infringement is detected, it is automatically removed in compliance with the relevant platform's policies. This process is supported by our legal expertise and operates globally and in multiple languages.

We identify which of your products are most frequently counterfeited and which markets or regions pose the highest risk through in-depth analysis. With regular reports and insights, we help you make strategic decisions to proactively protect your brand. Our robust AI algorithms process large volumes of data to detect fraud early, helping you safeguard your brand reputation and maintain consumer trust.



**AI Based 24/7
Automatic Smart Scan**



**Advanced Product
Analysis**



**Detailed and
Customized Reporting**



Automatic Removal



Revenue Recovery

Recover Revenue Lost to Counterfeit Products

What Is “Revenue Recovery”?

Revenue Recovery is the legal process that enables you to reclaim the revenue lost due to counterfeit products as financial compensation. Counterfake not only removes counterfeit items—it also secures monetary damages from counterfeiters, delivering a tangible financial return for your brand.

6 Simple Steps to Revenue Recovery



Revenue Recovery: End-to-End, Self-Funding Protection



How It Works



Higher Settlements = Stronger Deterrence

By targeting key counterfeit sellers with fewer but well-executed cases, Counterfake drives higher settlements and immediate market impact.

Fast Resolution Through Mediation

- Legal team manages settlement process
- Compensation paid directly to Counterfake
- Legal costs charged to infringers
- Typical timeline: 2–6 months



Location Flexibility

Counterfake enables recovery actions across multiple jurisdictions, adapting to regional laws and extending brand protection internationally.



Comprehensive Test Purchases

We perform test purchases from multiple counterfeit sources, leveraging a secure warehouse and logistics network. This ensures robust, verifiable evidence—ready to be used in litigation or settlement negotiations.



Offline Operations

Counterfeit protection extended to the physical world:

- Store & warehouse closure operations
- Active field interventions by the enforcement team
- Secure destruction of counterfeit goods



Recovery & Takedowns in One Process

Counterfake pursues all viable counterfeit targets to deliver comprehensive enforcement. Our AI-driven takedown system aligns seamlessly with recovery actions—securing the best opportunities for financial compensation.

AI-Powered Detection

- Evidence via test purchases
- Automatic screenshots & archived links
- Order numbers & payment records
- AI-assisted counterfeit analysis



Full Management & Visibility

Our platform gives brands clear visibility into recovery cases, settlement progress, and enforcement impact—making the process transparent and measurable.



Robust, Litigation-Ready Evidence

Counterfake builds airtight cases against counterfeiters, collecting digital and physical evidence that stands up in court.

Legal Process Management

- Mediation (≈ 80% success rate)
- If unresolved → civil/criminal litigation
- Compensation claims pursued in court
- Physical enforcement operations, if needed
- All handled by Counterfake—no brand involvement

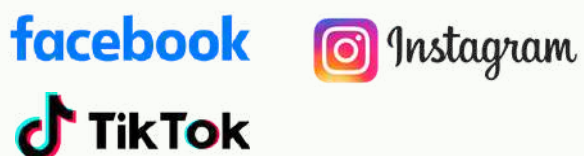
Counterfake Solution



E-Commerce Platforms



Social Media



Individual Websites

Scanning on small business or personal websites.



Counterfake has been awarded by Meta

Counterfake Selected for
Meta's Llama Impact Grant
as the Only Company from
Türkiye and One of Two in
EMEA



Success Stories:

Customer Testimonials



“In Turkey, counterfeit products are sold across dozens of channels, including e-commerce platforms, social media, and individual marketplaces. Thanks to Counterfake’s multi-platform integration, these channels are monitored around the clock. Counterfake thoroughly identifies counterfeit products for the brands represented by our group, including Lacoste, Burberry, Gant, Converse, and Nautica.

Identified listings are reviewed by our relevant teams, who then take the necessary actions. The service we receive goes far beyond traditional monitoring solutions.”

Ahmet Hilmi Ersoy – CIO, Eren Perakende



BURBERRY



“At Ben Les Benjamins, protecting our brand image and combating counterfeit products has always been a top priority. Since partnering with Counterfake, their AI-powered platform has helped us take down thousands of fake listings quickly and efficiently. Beyond short-term removal, their solution has created a long-term impact by discouraging counterfeit sellers from continuing their activity. Thanks to Counterfake’s responsive team and powerful technology, our brand is now better protected across digital platforms.”

**Özer Koç, Marketing and Digital Project Specialist
at Les Benjamins”**



Our References

trendyol^{.com}

LES BENJAMINS

CONVERSE ➤

NetWork

GUESS

DIVARESE

NAUTICA

BEYMEN●COM

BURBERRY


LACOSTE

GANT

GEORGE HOGG

ACADEMIA

 **asics**

SKECHERS

UGG

 GALATASARAY

 | **KRTLYVS**

Protection Packages



PRO + Package

- ✓ E-Commerce Platform Protection
- ✓ Periodic Reporting
- ✓ Social Media Protection
- ✓ Protection On Second Hand Websites
- ✓ Protection on Individual Websites
- ✓ Automatic Removal of up to 1000 Ads

PRO + Package

- ✓ E-Commerce Platform Protection
- ✓ Periodic Reporting
- ✓ Social Media Protection
- ✓ Protection On Second Hand Websites
- ✓ Protection on Individual Websites
- ✓ Automatic Removal of up to 1000 Ads
- ✓ **Unlimited** Automatic Removal

Questions? Get in Touch!



Counterfake

Your ally against **counterfeits**



Email

info@counterfake.ai



Website

www.counterfake.ai



Instagram

[counterfake_ai](https://www.instagram.com/counterfake_ai)



Linkedin

[counterfake](https://www.linkedin.com/company/counterfake)



COUNTERFAKE