

CASE STUDY

BOA Technology

"Our primary motivation for implementing this solution was to protect brand partners by shutting down infringing sellers and listings, however we also benefited from a massive reduction in overall time spent by our team manually tracking and submitting takedowns"

Bobby Dickensheets,
Director of IP & Legal

4,000+

Patent infringement
products delisted

150+

Unauthorized and
Infringing Resellers Notified

98%

Amazon Brand Registry
Submission acceptance Rate

BOA Technology utilized GreyScout brand protection platform to **Detect, Verify and Delist** patent infringers and counterfeiters selling product replicas on eCommerce marketplaces at scale.

The Challenge:

BOA was born in the Rocky Mountains in 2001. Initially aimed at helping snowboarders to achieve their full potential with their "dials" for boots, the revolutionary and award-winning, patented BOA Fit System is now integrated into market-leading brand products, making the world's best gear even better.

But as with every other success, this success came at a cost of cheap knockoffs, counterfeits and patent-infringing replicas being manufactured and sold across major online marketplaces like Amazon, eBay, Google Shopping and more.

Manually tracking and taking down patent infringers turned out to be a time-consuming process and the high volume of patent-infringing knockoff products on marketplaces meant that there needed to be an automated and standardised brand protection process to enforce and takedown these listings at scale.

The Solution:

Enter GreyScout Brand Protection Platform for automated detection, verification and enforcement of intellectual property infringements by unauthorized 3P sellers across online marketplaces such as Amazon and eBay.

After considering multiple solutions and vendors, BOA chose the GreyScout platform which supports a full end-to-end online brand protection process. A holistic impact meant that BOA wasn't just limited to monitoring the marketplaces for infringements but GreyScout also effectively integrated with BOA's IP portals on marketplaces for brand policy backed automated takedowns.

The Impact:

- Automated enforcement and delistings of 4,000+ listings over a 6 months period.
- Over 150 sellers across multiple geographies including China, Hong Kong, Sri Lanka and more were removed from BOA listings on Amazon.
- The biggest impact is customers achieving full performance potential by purchasing and using original products.