

Skalér din virksomhed sikkert

Online brand beskyttelse – få bugt med kopier online

E-eksportdagen, d. 7. juni 2023

Hvorfor har vi brands?



Coca-Cola

Markedsføring skaber efterspørgsel

Efterspørgsel udtrykkes i dag i høj grad som *søgeinteresse*.

A search bar with a light gray border and rounded corners. Inside the bar, the text "[indsæt et fedt brand her]" is displayed in a light gray font. To the right of the text are three icons: a magnifying glass, a close button (X), a keyboard icon, and a Google Assistant icon.

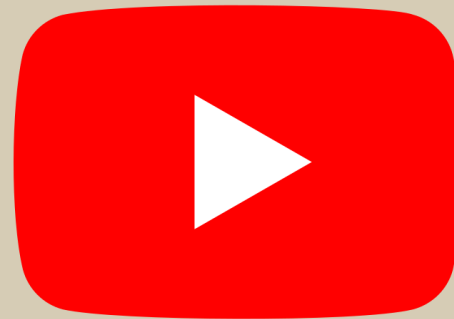
Google-søgning

Jeg prøver lykken

Google er tilgængelig på: [Føroyskt](#)

Markedsføring skaber efterspørgsel

Efterspørgsel udtrykkes i dag i høj grad som *søgeinteresse*.



Søgeinteresse skaber annoncer – og salg

1-48 of 185 results for "coca cola"

Sort by: Featured

More-sustainable Products

Climate Pledge Friendly

Department

- Bottled Beverages, Water & Drink Mixes
 - Soda Soft Drinks
 - Juices
- Kitchen & Dining
 - Tumblers & Water Glasses
- Men's Fashion
- Men's Novelty T-Shirts
- Home Décor Accents

Customer Reviews

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

Brands

- Coca-Cola
- DR PEPPER
- Pepsi
- Diet Coke
- Simply
- Fanta
- vitaminwater

Grocery & Gourmet Food Price

Results

Price and other details may vary based on product size and color.



DR PEPPER - 12 OZ, 12 PK

Regular 12 Fl Oz (Pack of 12)

★★★★★ ~ 13,492

2K+ bought in past week

Options: 4 flavors



Coca-Cola Stainless Steel Tumbler, Red, 12 Ounces, 84-843

Stainless Steel

★★★★★ ~ 813

\$9⁹⁹

Delivery Thu, Jun 15

Ships to Denmark



Coca-Cola Classic Coke Bottle 4L Mini Fridge w/ 12V DC and 110V AC Cords, 6 Can Portable Cooler, Personal Travel Refrigerator for...

★★★★★ ~ 1,351

\$31⁰⁰

Delivery Thu, Jun 15

Ships to Denmark

Only 8 left in stock - order soon.



Canada Dry Ginger Ale Soda, 12 fl oz cans, 12 pack

Ginger Ale 12 Fl Oz (Pack of 12)

★★★★★ ~ 6,923

1K+ bought in past week

Options: 2 flavors



Coca-Cola Stainless Steel Tumbler, Red, 24 Ounces, 86-011

Stainless Steel

★★★★★ ~ 622

\$14⁰³

Delivery Thu, Jun 15

Ships to Denmark

More Buying Choices \$13.26 (3 used & new offers)

Få fuldt udbytte af markedsføringsbudgettet

Med varemærkeregistreringer opnås eneret til brands, og derigennem kan det sikres, at andre ikke lukrerer på markedsføringsindsatsen.

Ingen spill-over-effekt til konkurrenter/kopister.



Ord



Logo



Farve



Form



Brandet

See how the Anti-Counterfeiting Exchange helps eliminate counterfeits in the retail industry [Read more](#)

Brand Protection Report

English



Start ▾

Tools ▾

Learn ▾

Sign in ▾

Brand Registry

Let's protect the brand you built

You've put everything into building your brand. Let's work together to protect it.

Get started with Brand Registry

**Together, we protect your brand and
give you peace of mind**

Ecommerce Review

Cases | Info | Highlight Words | Hotkeys

Brand All (7)

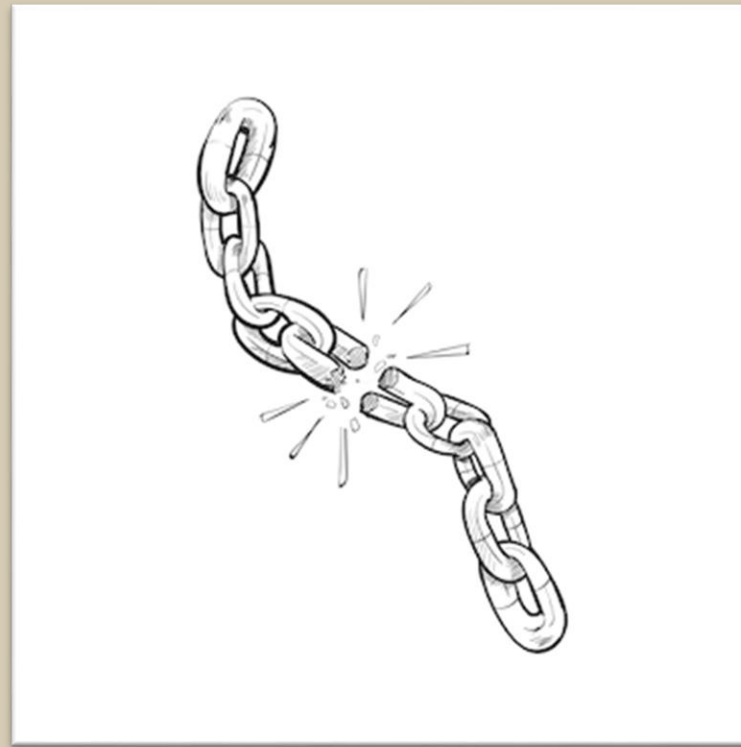
Platform All (7)

Show additional filters

Search

PRODUCT IMAGE	HIGHLIGHTS	TITLE	SELLER	PLATFORM	ASSESSED	FOUND ^	STATUS
	1	men women running sh...	popular sneakers	dhgate.com	May 8th by Patrick Lykke Knudsen	April 17th	AWAITING REVIEW
	1	men women running sh...	popular sneakers	dhgate.com	May 8th by Patrick Lykke Knudsen	April 17th	AWAITING REVIEW
	1	men women running sh...	popular sneakers	dhgate.com	May 8th by Patrick Lykke Knudsen	April 17th	AWAITING REVIEW
	1	Top Quality Designer...	trendy_sneakers24	dhgate.com	May 8th by Patrick Lykke Knudsen	April 17th	AWAITING REVIEW

Mellemandsansvar – luk salgskanalerne



Svindelwebshops, og andet svindel

The screenshot shows a web browser window with the URL <https://www.joshnovey.com/produkt-kategori/jack-jones-toej/>. The page features the Jack & Jones logo and a navigation menu with categories: NYANKOMNE, DENIM, ACCESSORIES, SKO, TØJ, HERRE, and ØNSKELISTE. The main content area displays a grid of men's jackets, each with a 'Sale!' badge. The first row shows four jackets with the following details:

Product Name	Original Price (DKK)	Sale Price (DKK)
Jack & Jones Jakkesæt Genanvendt Polyester Blazer Rød / Dark Salamander - Herre	1051.05	450.72
Jack & Jones Jakkesæt Ternet Hør Blazer Grå / Light Grey Melange - Herre	563.40	219.10
Jack & Jones Jakkesæt Ternet Blazer Blå / Dark Navy - Herre	413.16	269.18
Jack & Jones Jakkesæt Dobbelttrædet Blazer Grå / Dark Grey - Herre	868.26	450.72

Each product listing includes a 'Vælg variant' button. The second row of the grid shows four more jackets, all also marked as 'Sale!'.

Hvad med jeres egen tilstedeværelse?

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More Buying Choices
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Hvornår skal man i gang?

Etablering af rettigheder: Så tidligt som muligt.

Håndhævelse online: Når det passer i ens strategi og virksomhedens udvikling, f.eks:

- I takt med egen tilstedeværelse på platforme
- I takt med øget markedsføring
- Når man trender / slår igennem

Spørgsmål?

Nick Lissner

Advokat (L), Partner i Patrade

nli@patrade.dk

28 70 54 10

