

BRAND PROTECTION FOR THE GAMING INDUSTRY

With more than 34 games coming out every day, the gaming industry has grown to be a favorite target for brand abuse. Bad actors actively work to divert your customers to fake games, hacked games, and unauthorized cheats that violate your brand's trademarks and copyrights.

Did you know that approximately 74% of US households consist of at least one member who plays video games?

Tracer Protect's brand protection suite of solutions helps to ensure your game stands out in a competitive marketplace. Our robust technology uses Human-in-the-Loop AI to continuously track, analyze, and prevent common brand abuse trends in the gaming industry, including:

- **CHEAT CODES SCAMS**
- **NFT GAME CHARACTER SCAMS**
- **CLONED GAMES AND SKINS**
- **CURRENCY SCAMS**
- **ILLEGAL DOWNLOADS**
- **FAKE GAMES**



Trusted by the Most Valuable Gaming Brands

"At Mojang, IP protection is a vital step in safeguarding our brand and our players from illegitimate experiences, as well as preventing the misuse of Minecraft assets. The team at Tracer is a critical part of keeping our players and partners safe and protected."

— GAYLON BLANK, DIRECTOR OF IP ENFORCEMENT AT MOJANG
(MOJANG IS A VIDEO GAME STUDIO BEST KNOWN FOR DEVELOPING MINECRAFT)



TRACER

Don't Just Protect Your Brand. Make It Resilient.

Let's start our journey together today. Contact a member of our sales team to get a customized Tracer Analysis and brand misuse report.

www.tracer.ai | sales@tracer.ai | +1 855.693.3839