

BRAND PROTECTION FOR THE PHARMACEUTICAL & MEDICAL SUPPLIES INDUSTRIES

The internet serves as a conduit for illegal activities such as counterfeit pharmaceuticals and tampered medical supplies. Consumers are at risk because they often don't know what they're buying, which may lead to costly lawsuits, fraudulent warranty claims, and other consequences like further health and safety issues, even death. Counterfeits endanger not only public health but also the integrity of the pharmaceutical industry and your company's reputation.

Did you know that the World Health Organization estimates that there are **over 1 million deaths annually from counterfeit and substandard drugs?**

Using Human-in-the-Loop AI and machine learning, Tracer Protect's brand protection suite of solutions tracks, analyzes, and prevents common brand abuse trends in the pharmaceutical and medical supplies industries, including:

- **COUNTERFEIT DRUGS AND MEDICAL SUPPLIES**
- **TAMPERED WITH OR POOR-QUALITY PHARMACEUTICALS AND MEDICAL PRODUCT**
- **PARTNER COMPLIANCE**
- **UNAUTHORIZED SELLERS**
- **JOB SCAMS**

Tracer provides easy access to abuse, trends, analytics, and other information, as well as quick removal of infringing listings.



Trusted by the Most Valuable Brands in the World

"We aim to provide solutions that help IP professionals be more efficient and effective at bringing meaningful innovations into the world, and Tracer has been a valued partner for LexisNexis, enabling us to protect those innovators from systemic brand abuse."

— ANDREW MATUCH, PRESIDENT OF LEXISNEXIS REED TECH AND INTELLECTUAL PROPERTY SOLUTIONS

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.