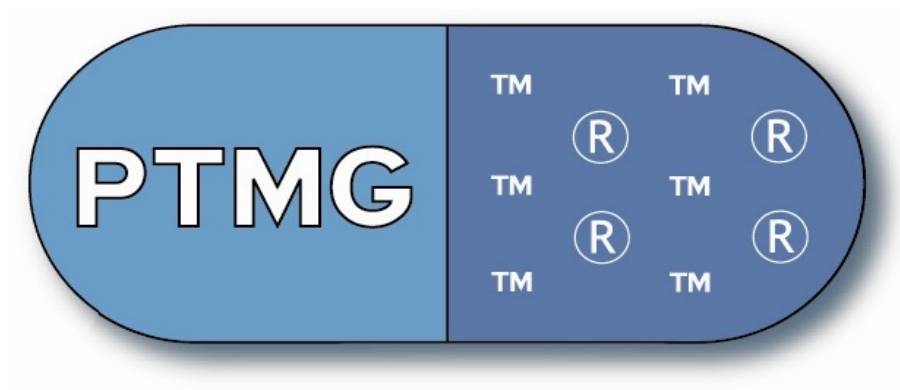




Ruminal Islam

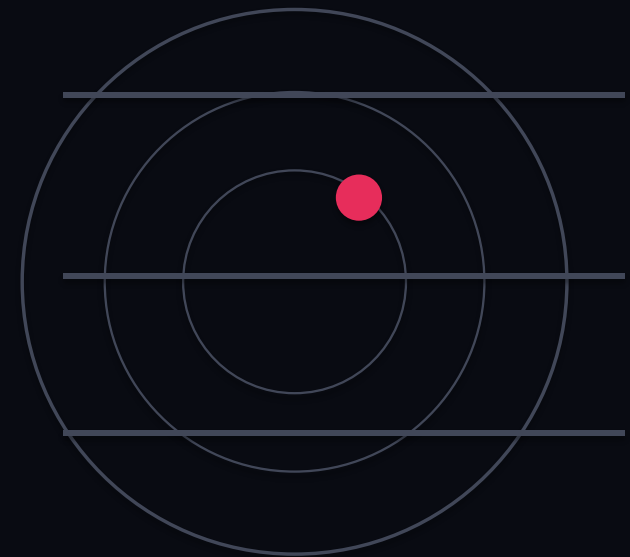
Abion

FAST AND FURIOUS

How to Best Tackle Online IP Infringement

PTMG 2026

Ruminul Islam | Global Head of Brand Protection, Abion



ONLINE
THREAT

INTRODUCTION

Ruminul Islam

A perspective shaped from three sides.

HOW I GOT HERE



**It started with being
on the other side of a scam.**

01

VICTIM

First-hand perspective

02

PROTECTOR

In-house responsibility

03

PROVIDER

Helping organisations respond

≈ 10 years across online IP & brand protection

SETTING THE SCENE

1996 → 2026

30 YEARS IN A FEW MINUTES.

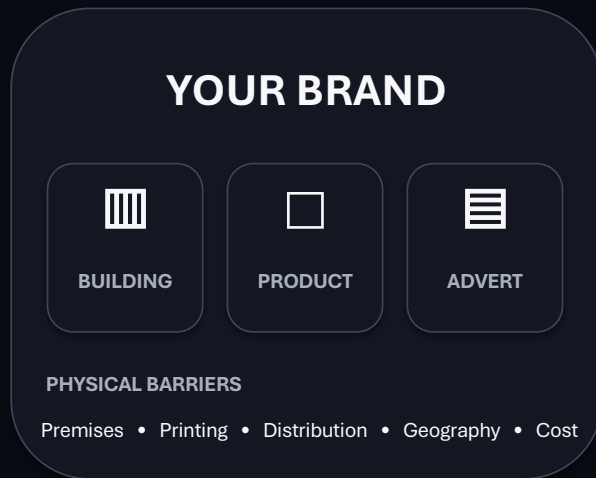
A rapid journey through how the online world changed — and accelerated.



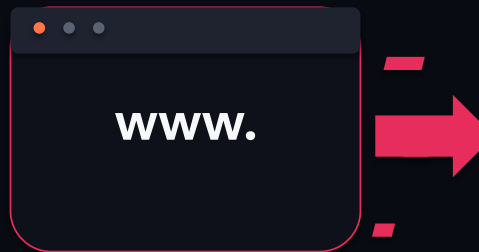
1996 / THE COMMERCIAL INTERNET

FROM PHYSICAL BRAND TO DIGITAL IDENTITY

BEFORE



THE INTERNET



dismantles
barriers

AFTER

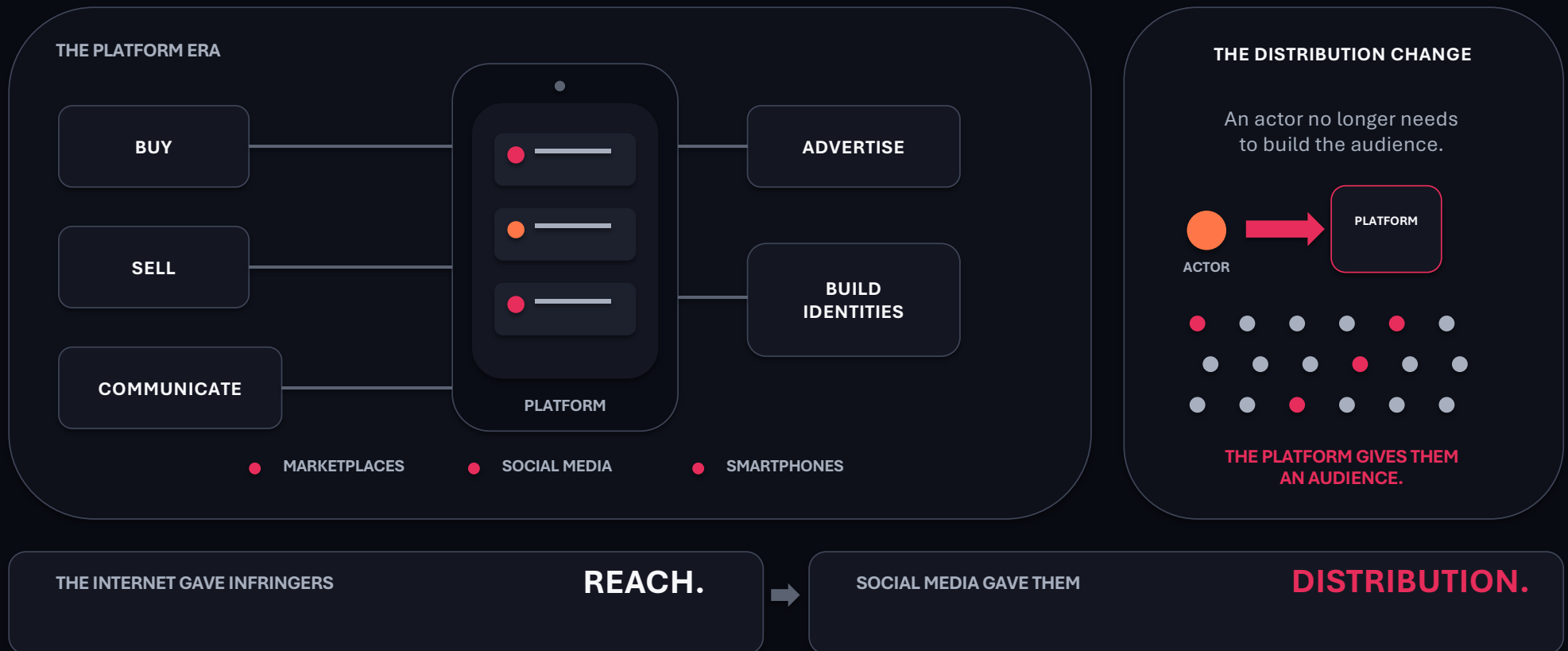


THE CHANGE

Infringement becomes digital — and increasingly borderless.

2006–2016 / E-COMMERCE + SOCIAL MEDIA

THE INTERNET BECOMES THE MARKETPLACE. THE AUDIENCE. THE IDENTITY.



2016-2026 / THE NEXT ACCELERATION

AI, AUTOMATION & TODAY'S THREAT LANDSCAPE

AI + AUTOMATION HAVE CHANGED THE

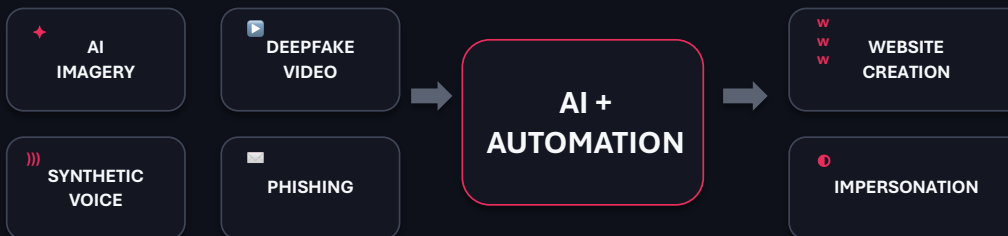
ECONOMICS OF ABUSE

TIME ↓

MONEY ↓

SKILL ↓

WHAT LOWER BARRIERS ENABLE



THE CONSEQUENCE

SCALE



MORE OUTPUT.
FASTER.
AT LOWER COST.

INTERNET
REACH

SOCIAL MEDIA
DISTRIBUTION

AI + AUTOMATION

SCALE

FROM EVOLUTION TO ACTION

THE WORLD CHANGED. SO WHAT DO WE DO ABOUT IT?

WHAT WE'VE ESTABLISHED

PLATFORMS
CHANGED

THREATS
CHANGED

SPEED
CHANGED



OUR RESPONSE



PROTECT WHAT IS YOURS.

Build the digital foundations before somebody else builds on your brand.

START WITH THE BUSINESS

**WHERE WILL
CUSTOMERS
EXPECT
TO FIND YOU?**

MAP THE DIGITAL FOOTPRINT

WEBSITE

SOCIAL

MARKETPLACES

APPS / OTHER

THEN SECURE THE TOUCHPOINTS THAT MATTER



DOMAINS

Operate +
defend

Secure what you use — then think like an attacker.



SOCIAL HANDLES

Secure early

Especially before a launch or announcement.



MARKETPLACES

Verify your
rights

Establish your legitimate presence with key platforms.

THE REALITY

**YOU CAN'T
REGISTER
EVERYTHING.**

Avoid bloating the portfolio.

Prioritise around:

BUSINESS NEED

LIKELY ABUSE

COST

PROTECT WHAT YOU NEED TO OPERATE



THEN THINK LIKE AN ATTACKER

ABOUT WHAT ELSE IS WORTH PROTECTING.

REAL-WORLD EXAMPLE

A bold vision goes global.

A SINGLE ANNOUNCEMENT
OPENS A WORLD OF
OPPORTUNITY.



OCTOBER 2017

A major new project
is announced.



**A GLOBAL
SPOTLIGHT**

Plans, sectors and
ambitions are shared.



**OPPORTUNITY
SPOTTED**

One registrant moves
fast.

1,686

DOMAIN NAMES

REGISTERED BY A SINGLE PARTY.



ENERGY



TECHNOLOGY



MOBILITY



MANUFACTURING



BIOTECH



MEDIA



FOOD



AND MORE...

THEY DIDN'T JUST TARGET THE NAME.
THEY TARGETED THE PLAN.

A FEW THINGS EXPERIENCE HAS TAUGHT ME.

The protection of a name starts long before it goes public.

01



KEEP THE NAME CLOSE

Need-to-know means need-to-know.

CONFIDENTIALITY



BEFORE THE NAME IS CHOSEN

02



SECURE THE SHORTLIST

Don't always wait for the final decision.

SHORTLIST



BEFORE IT IS ANNOUNCED

03



THINK ABOUT HOW YOU FILE

Your first filing can reveal what's coming.

FILING



WHEN RIGHTS ARE ESTABLISHED

04



OWN IT AS A COMPANY

Digital assets should outlive individuals.

GOVERNANCE



THROUGHOUT ITS LIFE

QUICK QUESTIONS FOR THE ROOM.

Before we move on, a quick show of hands...

01

When you've got a new name down to a serious shortlist, who here is already securing the obvious digital assets before the final name has even been chosen?

02

Who here actively considers what that first trademark filing might reveal about a new brand or product before it's announced?



SHOW OF HANDS



LET'S SEE WHAT HAPPENS IN PRACTICE.

PREVENT WHAT YOU CAN.

You've secured the asset. Now make it harder to compromise — and use the defences around it.

FIRST: SECURE WHAT YOU OWN

LOCK DOWN THE GENUINE.

Stop the official touchpoint becoming the vulnerability.

- **DOMAINS**
WHOIS privacy · registrar / registry locks
SSL · DNS controls · auto-renew
- **EMAIL**
SPF · DKIM · DMARC
- **SOCIAL**
2FA · security keys · access controls · login alerts
- **MARKETPLACES**
Secure seller accounts – control permissions –
protect payment details

THEN: USE WHAT THE ECOSYSTEM GIVES YOU

USE THE ECOSYSTEM'S DEFENCES.

Don't wait for abuse to appear before using the tools already available.

- **DOMAINS** **Blocking products**
Prevent certain matching registrations across participating extensions.
- **SOCIAL** **Brand protection programmes**
Enrol in the rights-holder tools available on key platforms.
- **MARKETPLACES** **Brand registries / rights-owner programmes**
Verify your rights and activate the platform protections available.

THE REALITY

YOU CAN'T STOP THE INTENT.

But you can make it considerably harder to succeed.

REDUCE OPPORTUNITY.

INCREASE FRICTION.

LOCK DOWN THE GENUINE.

→ USE THE DEFENCES.

→ MAKE ABUSE HARDER.

A REAL-WORLD EXAMPLE.

MERCK & CO. (KNOWN AS MSD OUTSIDE US AND CANADA) / EMAIL AUTHENTICATION

80,000

EMAILS REPORTED REJECTED USING DMARC POLICY.

Merck & Co. (known as MSD outside US and Canada) implemented email authentication (DMARC, SPF and DKIM) to protect against domain spoofing and executive impersonation.



You can't stop the attempt.
You can make it harder to succeed.

Source: Merck & Co. (known as MSD outside US and Canada) customer case study, April 2018 TechValidate research, published by Fortra.

DMARC
SPF
DKIM
DMARC



✓ merck.com	Product update	10:24
✓ merck.com	Your order confirmation	09:15
✓ merck.com	Account notification	08:32

02 / PREVENT

YOU'RE **THE INFRINGER.**

Your target is Real Madrid. How would you attack the brand?



WHERE WOULD YOU START?

Shout it out.

03 / PREPARE

PREPARE FOR WHAT MIGHT SURFACE.

Know what to look for. Know what to do when you find it.

START WITH THE THREAT

WHERE DOES YOUR REAL RISK LIVE?

MEASURE BEFORE YOU MONITOR

AUDIT THE EXPOSURE

ASSESS LIKELIHOOD + IMPACT

THEN BUILD THE RESPONSE AROUND IT



MONITOR

Build visibility where it matters.



DECIDE

Set the rules before the threat appears.



ACT

Be ready to respond quickly and consistently.

THE REALITY

YOU CAN'T GO AFTER EVERYTHING.

Prioritise what matters.

DON'T PLAY WHACK-A-MOLE.

PLAY CHESS.

MEASURE THE THREAT

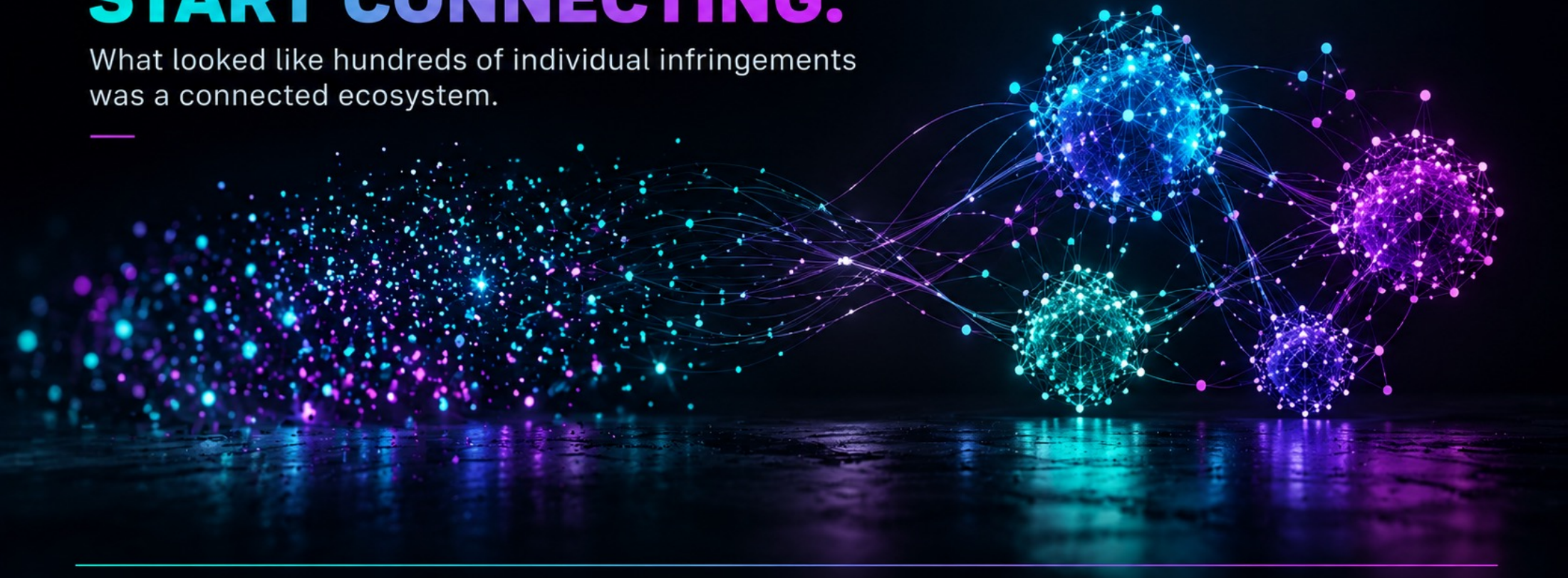
→ **PRIORITISE THE RISK**

→ BE READY TO RESPOND

A REAL-WORLD EXAMPLE.

STOP COUNTING. START CONNECTING.

What looked like hundreds of individual infringements
was a connected ecosystem.



THE ANSWER WASN'T MORE TAKEDOWNS. IT WAS **BETTER INTELLIGENCE.**

03 / PREPARE

OVER TO THE ROOM.

We've all got one...



SUCCESS STORY.

Something that worked better than expected.

OR



HORROR STORY.

Something you'd rather not repeat.



WHO'S GOT ONE?



WHAT HAPPENED — AND WHAT DID YOU LEARN?

BRAND PROTECTION HAS **EVOLVED.**

IT'S NO LONGER JUST A LEGAL ISSUE.
IT REQUIRES A BROADER TEAM.



LEGAL / IP

Rights
Enforcement
Risk and strategy



CYBER / IT

Security
Infrastructure
Threat detection



BRAND / MARKETING

Digital presence
Campaigns
Customer engagement



COMMERCIAL / E-COMMERCE

Marketplaces
Sales channels
Customer trust

BRAND PROTECTION



THE THREAT DOESN'T OPERATE IN SILOS. **NEITHER SHOULD YOU.**

QUESTIONS

QUESTIONS?

Let's open it up to the room.



ASK. CHALLENGE. SHARE.

Questions, observations or experiences from the room.

FAST AND FURIOUS → HOW TO BEST TACKLE ONLINE IP INFRINGEMENT

THANK YOU.

Ruminul Islam

Global Head of Brand Protection, Abion
