



# **Brand Protection that Works – Practical Strategies for Faster, Effective Online Enforcement**

Banner Witcoff's Heather Smith-Carra will join IPWatchdog Webinar "Brand Protection that Works – Practical Strategies for Faster, Effective Online Enforcement," on May 21 at noon EDT.

The webinar will provide a practical, channel-by-channel look at what actually works in online brand enforcement. The panel will explore how to monitor intelligently, triage threats based on commercial and reputational risk, assemble persuasive evidence packages, and escalate effectively when initial takedown requests are ignored, rejected, or only partially successful.

Takeaways include:

- Channel-specific takedown strategies
- Smarter monitoring and triage
- Stronger evidence packages
- Escalation that gets results
- Program-level efficiency

More information and registration are available [here](#).