Driving IP Enforcement through New Technologies and AI

React HQ
Liselotte Honig
www.react.org

Advisory Committee on Enforcement
Eighteenth Session
Geneva, June 2 to June 4, 2026

Ocean
by React.org

About React

A not-for-profit Membership Organization supporting its Members in anti-counterfeiting efforts.

- 34 Years of Experience
- Not-for-profit Association
- 360+ Member Companies
- Offices & Partners in 130+ Countries

React Services

React has added Software-as-a-Service to compliment its Online and Offline Services.

- Customs Enforcement
- Market Enforcement
- Online Enforcement
- Legal Support
- Intelligence
- Data Analysis

Ocean by React & React Portal

An Enforcement Ecosystem where **AI**, **Legal Compliance** and **Data Integration** must evolve together.

About the React Portal

Designed to manage the Brand Portfolio and offline data.

Customs Recordals

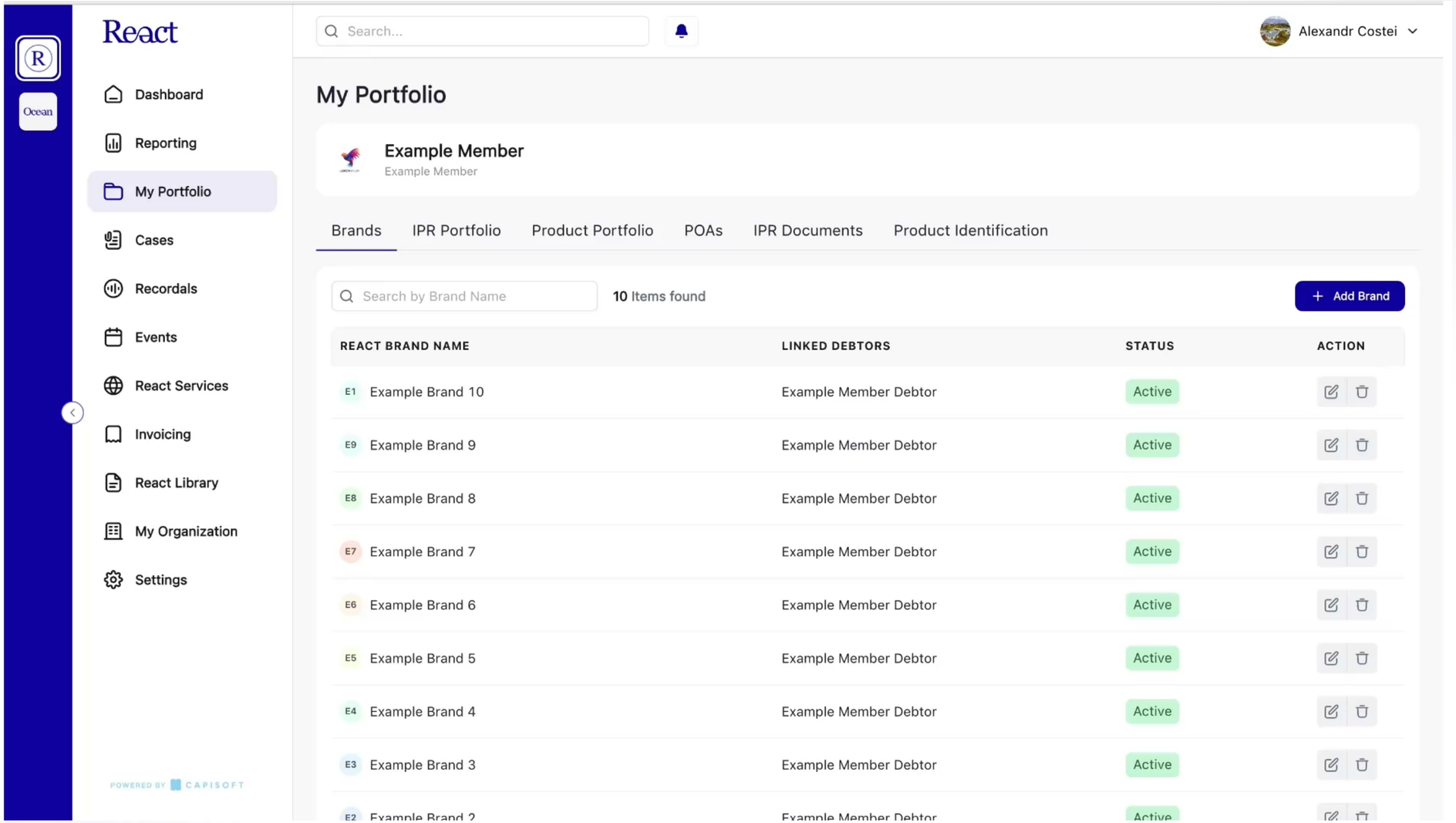
Brand Portfolio

SSO with Ocean

Offline Cases & Case Data

Ocean by React.org

React Portal / Brand Portfolio



Introducing Ocean by React

Ocean is designed to improve the effectiveness of Online Enforcement.

Ocean by React.org

Expert analysts around the globe

Portal for statistics, reporting, and cooperation with our team.

Clustering of seller data, including websites, platforms, or offline

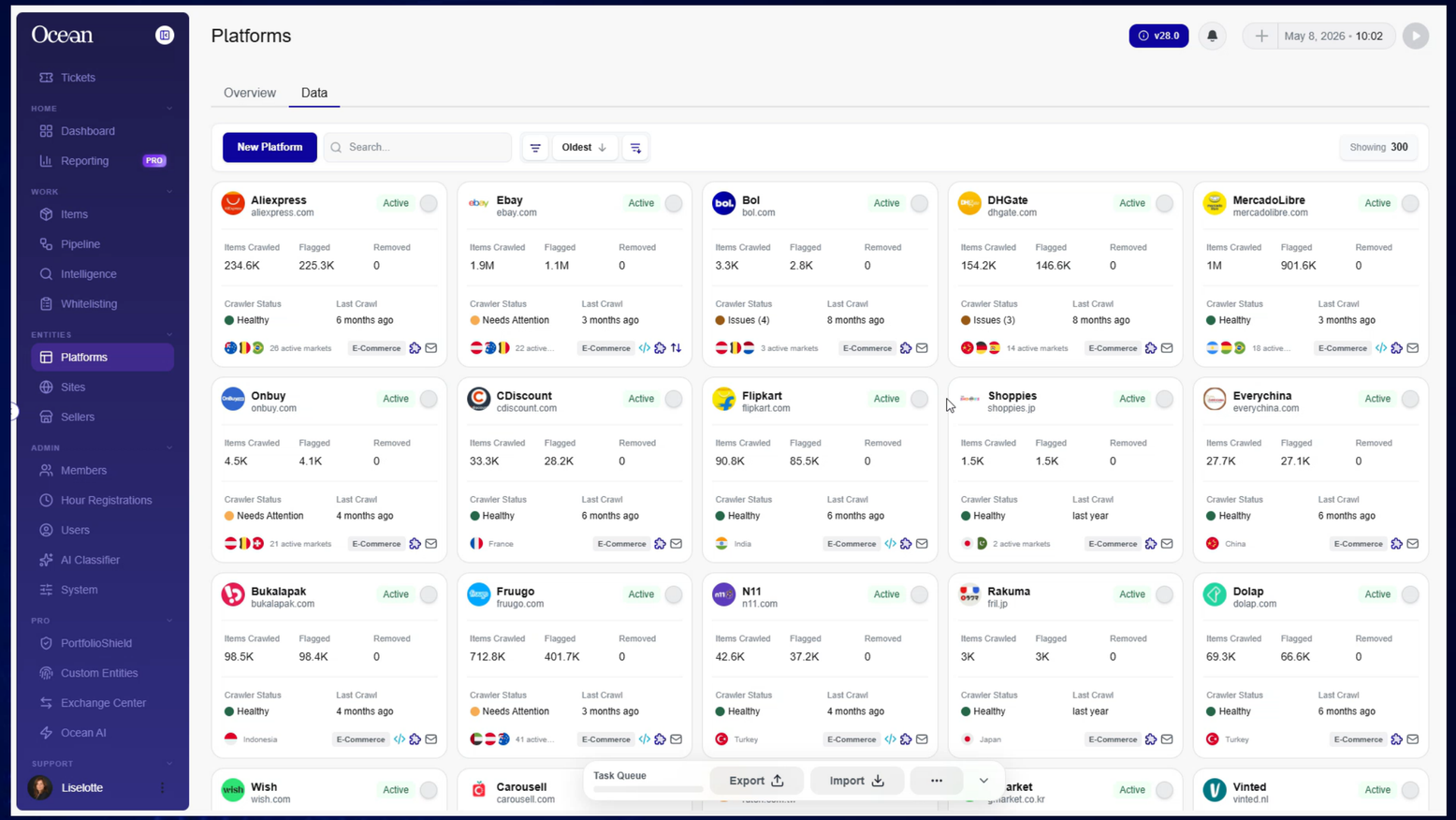
AI and Fingerprinting for content, text, images, logo, and metadata

1500+ platform covered globally

Integrations and automations

Getting the data in Ocean

Our advanced crawling system is getting the data from platforms and platforms and websites across the globe.



- Keyword Tasks
- Image Tasks
- Seller Tasks
- Google Shopping Tasks
- Baidu/Google/Bing Tasks

How Ocean Uses AI

AI is applied across multiple stages of the enforcement pipeline.

Image Recognition

Detects exact, partial and visually similar product listings/websites at global scale

AI Parsing

Extracts and structures listing, seller and website data from online sources

Site & Seller Analysis

Identifies suspicious pricing, seller behavior and listing inconsistencies

AI Classification

Categorises and flags listings based on predefined risk indicators

AI Clustering

Maps connections between sellers and product patterns across platforms and o2o

AI Reporting

Create customized reports by prompting the relevant metrics

Ocean Features / AI Classification

Ocean by React.org

ICR Image Copyright Recognition

Image

Detects whether a listing uses an image from an official brand or product source.

- Compares crawled product image against visually similar images found on the web
- Checks whether matching images appear on official brand websites
- Counts the number of strong visual matches as an infringement signal
- Identifies sellers reusing official marketing or catalogue images

Logo Logo Detection Model

Image

Focuses on visual brand signals, whether a recognisable logo appears in the product image.

- Detects recognisable logos present in the product image
- Scores the confidence level of each logo detection
- Uses image safety & manipulation indicators as supporting signals
- Flags suspicious listings where a branded logo suggests counterfeit or unauthorised use

TM Trademark Confusion

Text

Focuses on the product title and text, whether it imitates or references trademarked names.

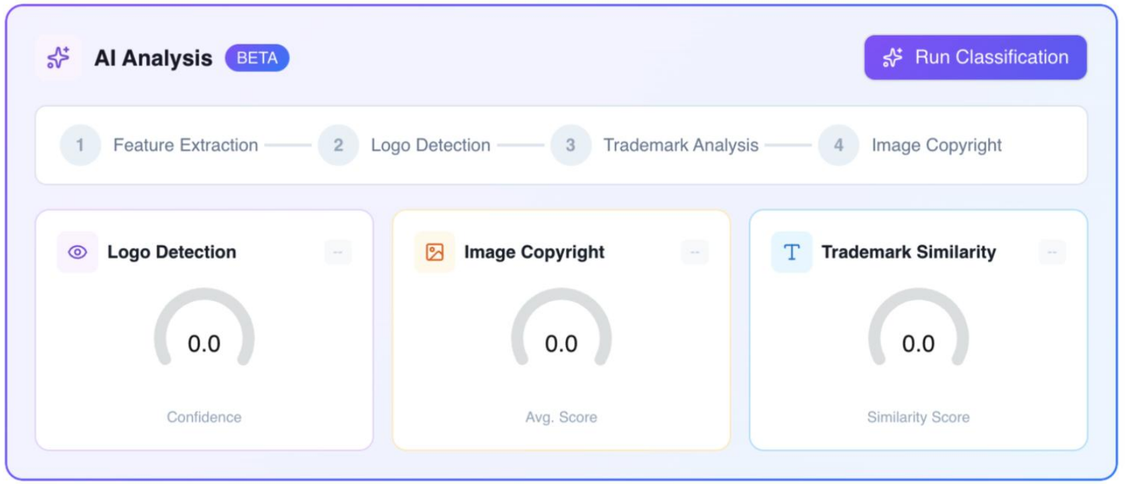
- Analyses the product title and listing text
- Compares listing text to known branded product names using semantic similarity
- Incorporates logo & image metadata from other pipelines as contextual signals
- Identifies listings that may confuse buyers by imitating trademarked names

Multimodal Coverage

ICR covers copied images · Logo covers brand marks in images · TM covers confusing text
Together they provide stronger coverage than any single model alone.

This is just the beginning

These three models are the foundation. Other infringement types are more complex to detect but we are actively working to expand coverage across additional categories over time.



Future Outlook

Ocean by React.org

React's Role

React combines Ocean's technology with longstanding IP enforcement expertise.

As a Trusted Flagger under the EU Digital Services Act, React ensures AI-supported insights translate into compliant and efficient enforcement actions.

- **Integrated & Automated Approaches**
  Encourage adoption of integration with platforms and intermediaries
- **Regulatory Alignment**
  Continued compliance with frameworks such as the Digital Services Act and ISO
- **Expanded Use Cases**
  Grow into Customs and Supply Chain Data where reliable data access can be achieved
- **Broader Enforcement Ecosystem**
  An ecosystem where AI, Legal Compliance and Data Integration must evolve together

Questions?

ocean@react.org

Ocean

by React.org