



Build A Better Search Engine to Protect Ownership of Originality

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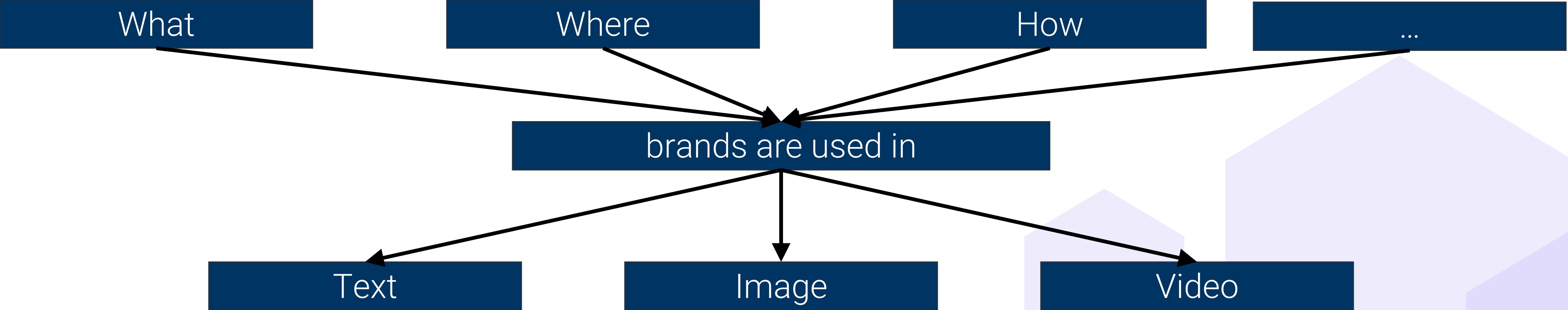
We provide AI based **search engine** with actionable **insights** to protect your **brands, product designs, or NFTs** in eCommerce space

Brands are one of the most important assets. Brand protection market is huge but broken

- \$2.8 trillion counterfeits and cost 5.4 million jobs*
- Hurts both sides
 - Revenue loss
 - Brand dilution
 - Huge fines
- Expensive problem to solve
 - Amazon's Brand Protection Initiative and 10,000 workforce
 - Safe Act
 - Not labor-intensive, but expert labor-intensive

Huski's Solution

We build **enterprise solutions** to help brand owners and IP professionals to know **where and how** their brands are used so that they can take **informed actions** to **protect** the brands.



and what does it impact to your business?

What AI and Big Data can do on this journey?

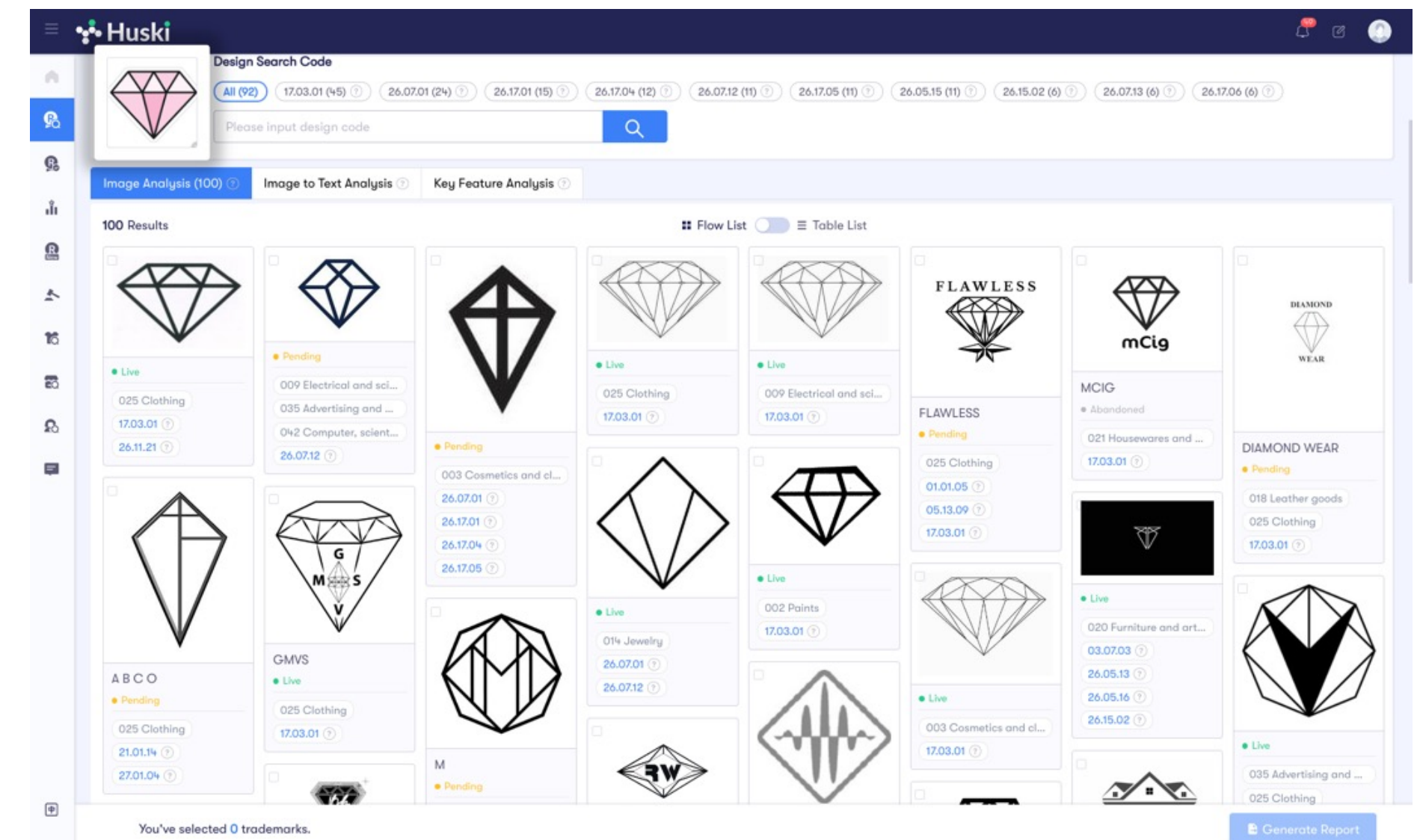
- 3 expensive questions to be answered by AI and Data

- Question 1, Is it copyrighted content
 - Text and image-based trademark search engine

- Question 2, How is it used?

- is it fair use or infringement?

Context-aware text and image analysis



- Question 3, Where is it?

- Vertical search engine covers major eCommerce space and 1+ million independent sites

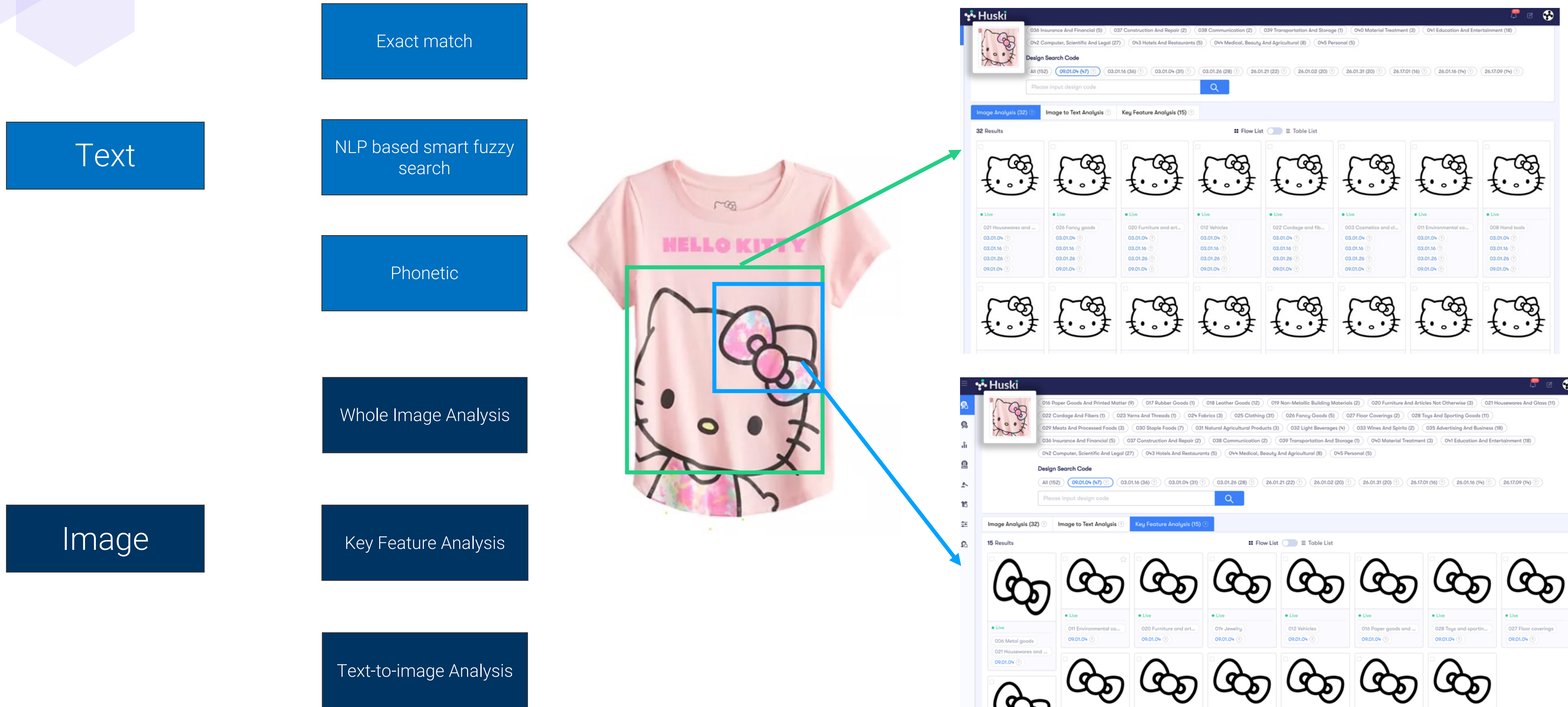


60+ million listings



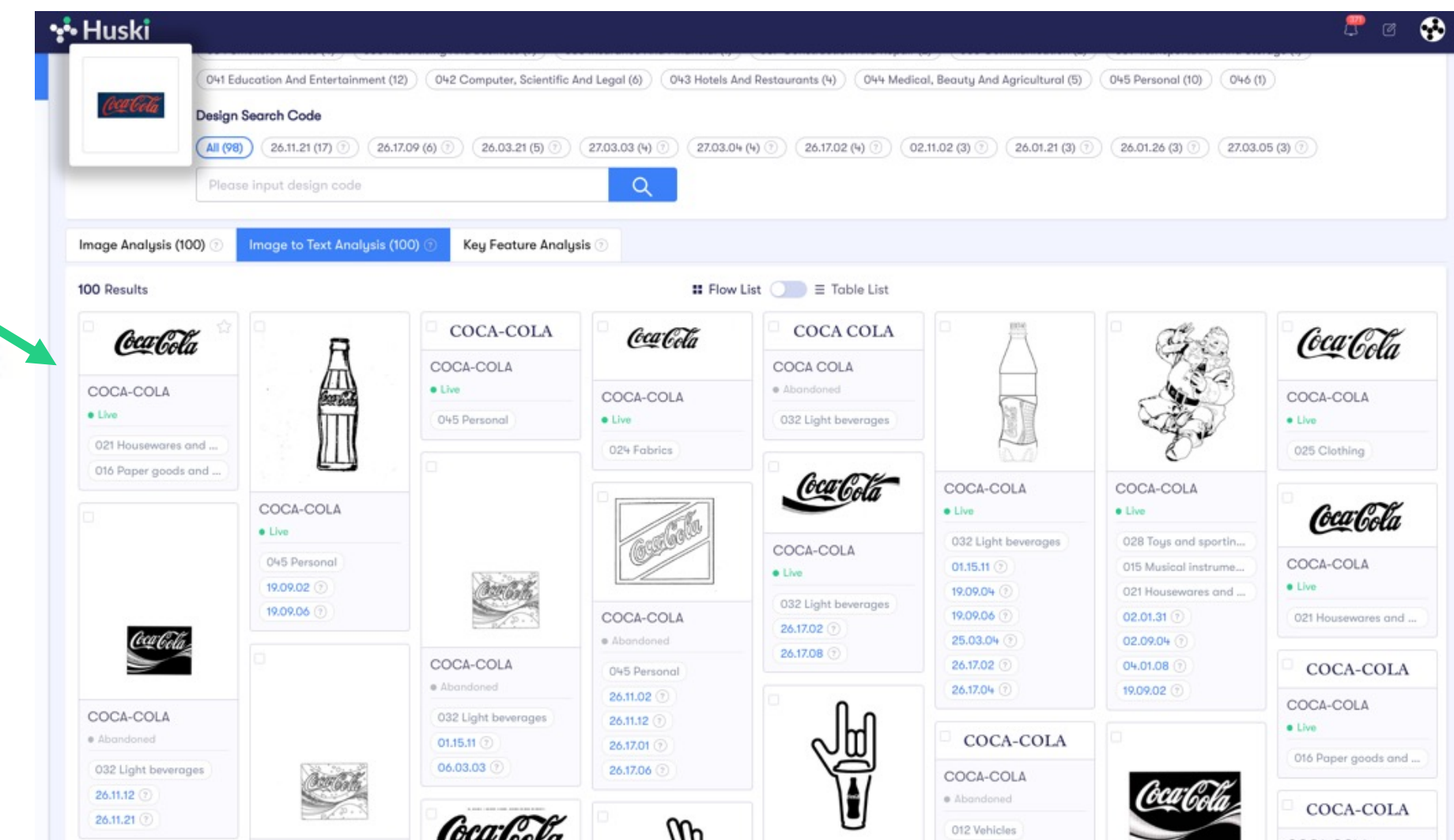
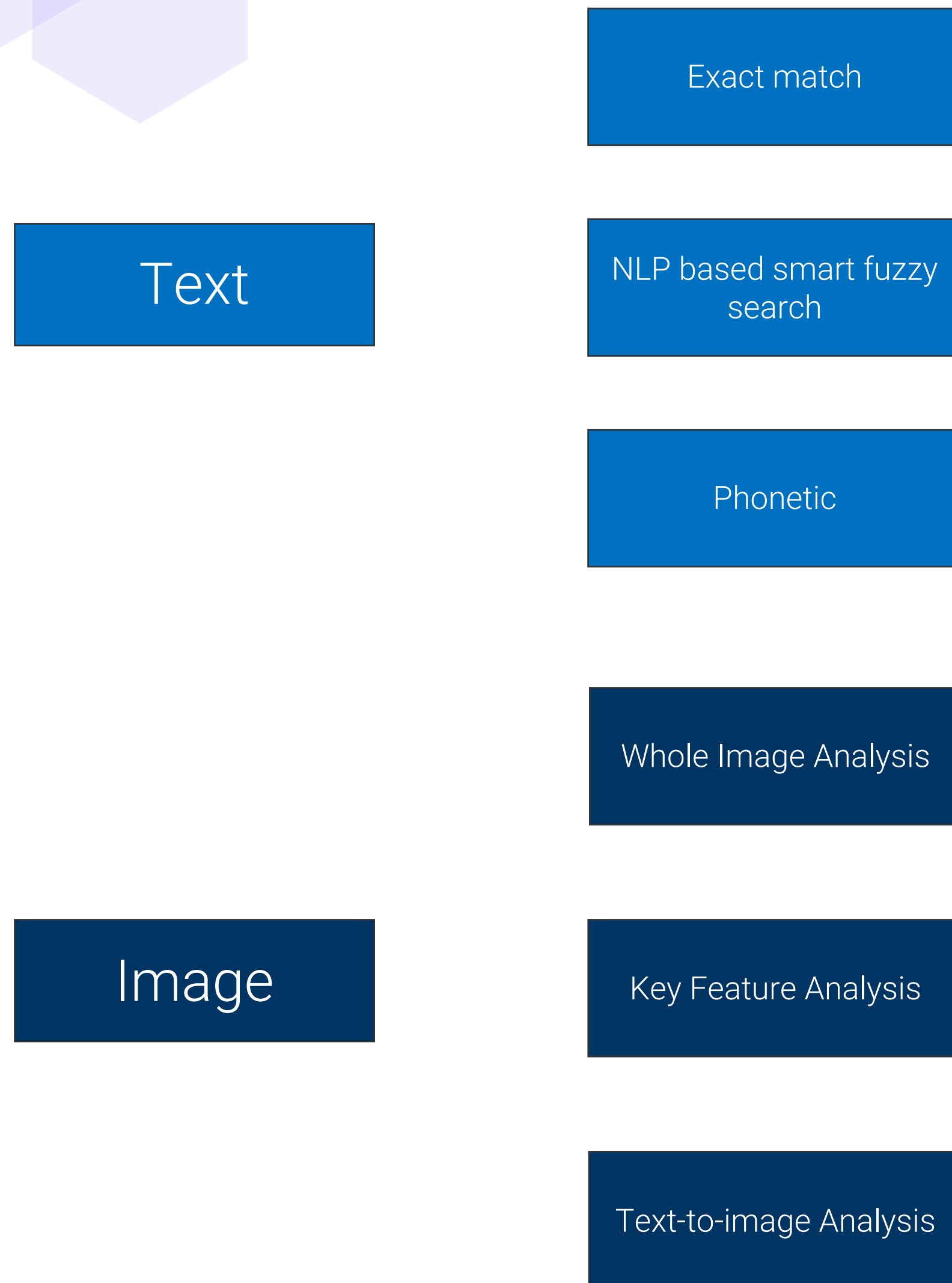
Question 1: Is it copyrighted content

Answer 1: Multi-search all parallelely running at once



Question 1: Is it copyrighted content

Answer 1: Multi-search all parallelly running at once



Question 2: How is it used

Answer 2: Context-aware text and image analysis

Input: https://www.amazon.com/dp/*****

Online listing
infringement analysis



<input type="checkbox"/>	Image	Name	Brand	Category	Data Source	Analysis Date	Risk Factor	Analysis Result	Status
<input type="checkbox"/>		Under Armour Men'S Charged Assert...	Under Armour	Road Running	Link (Amazon)	2021-12-27	99.9		Edited

Version: Online Copy 92.9 Edited Copy 99.9

Overall Risk Factor 99.9 H

Product Title and Description >

Product Images >

- 81.8 US
- 81.8 US
- 81.5 FR
- 80.3 US
- 80.3 US
- 68.7 AU
- 67.1 CN
- 65.8 US
- 53.8 US
- 53 US
- 52.3 US

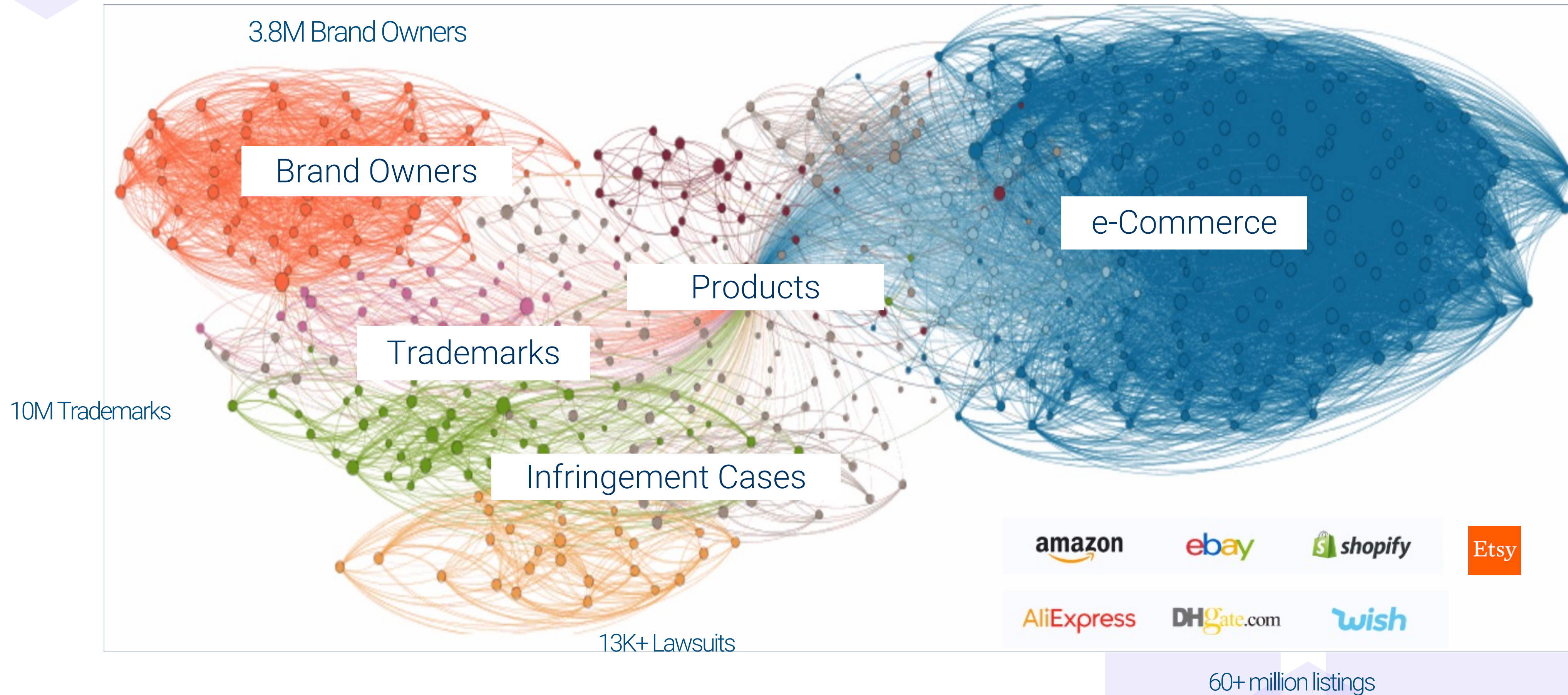
Product Images (Pilot test results. Risk is not included in the overall risk. For your reference only) ?

Clear

Infringement Analyze

Question 3: Where is it?

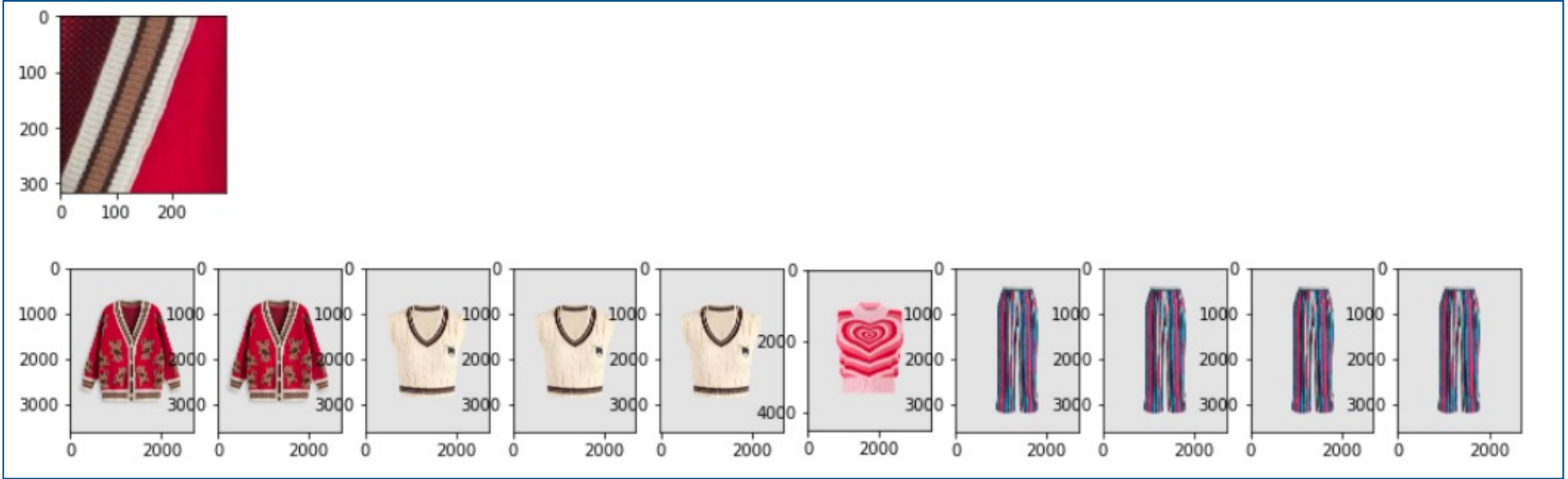
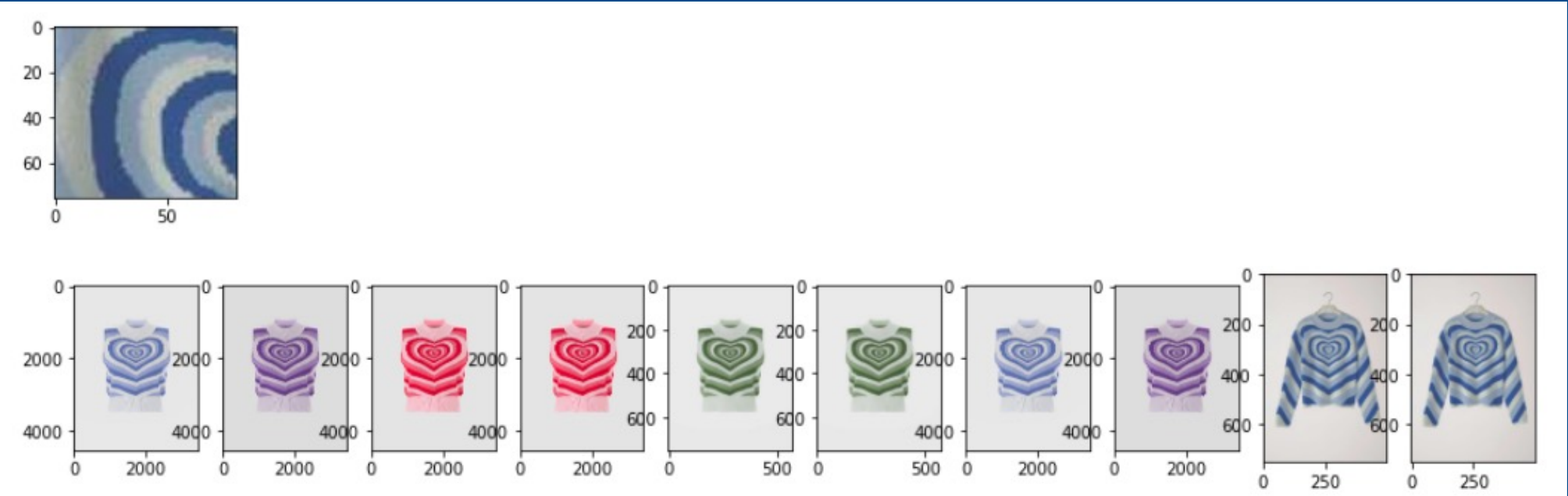
Answer 3: Vertical Search and Cross Domain Knowledge Graph



Possible expansion to even more

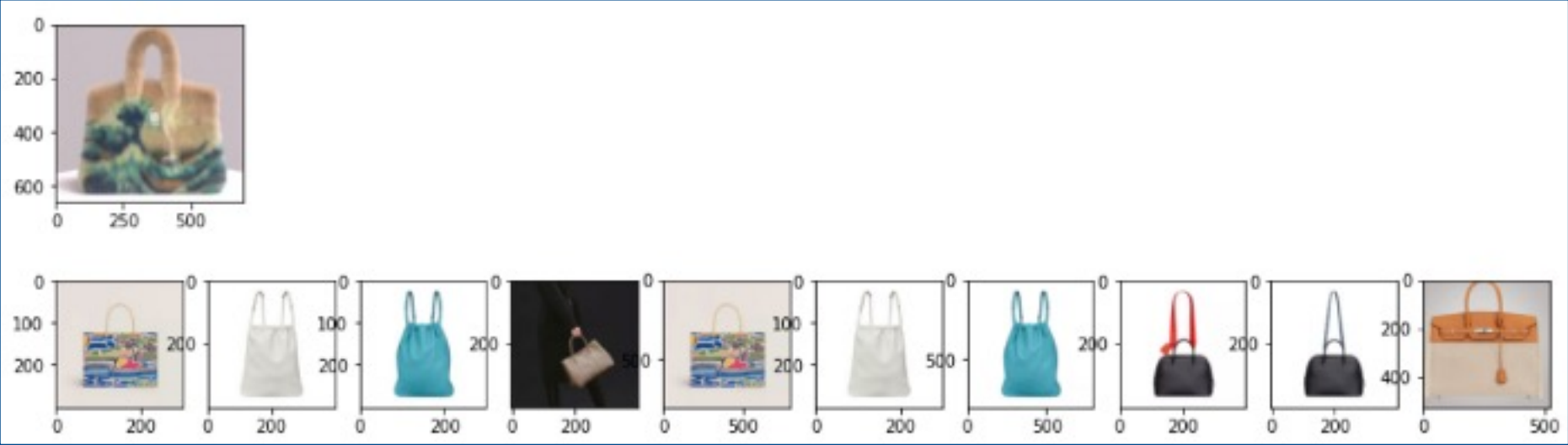
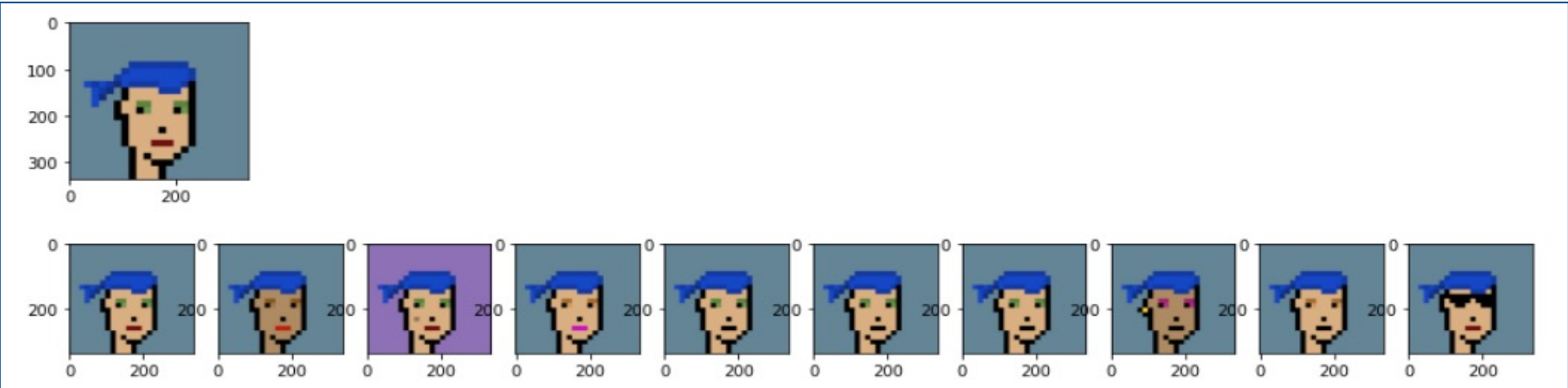
AI Powered Search Engine to Search Multimedia Brand Usage in eCommerce and more

Search Design Patterns



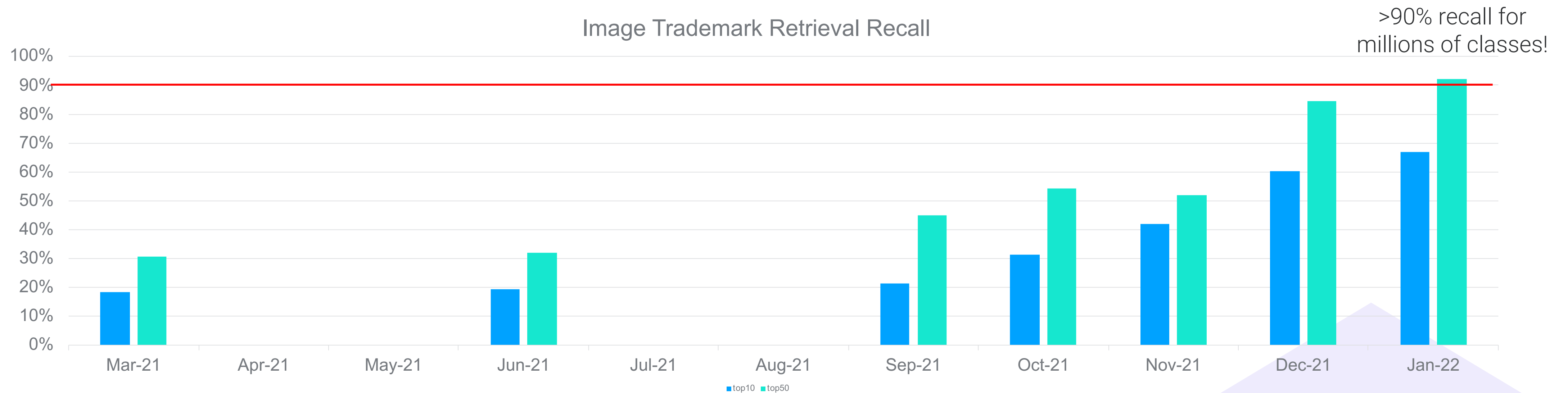
Search NFTs

A screenshot of an NFT search interface. It features a top navigation bar with 'Classifications' and a list of categories like 'All (200)', '001 Chemicals (1)', etc. Below this is a grid of 200 results, each showing a unique logo or design, such as a phoenix, a bull, and various abstract symbols. Each result includes a small thumbnail and a 'Live' status indicator.



Huski's solution is built with **unsupervised** machine learnings and largest **cross domain** knowledge graph

The engine is improving everyday, **without any image labelling cost!**

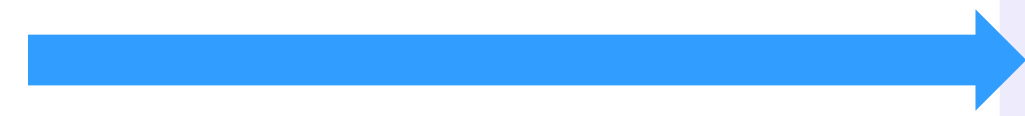


The graph is also growing everyday, **all automated!**

- 10M Trademarks
- 13K Trademark related lawsuit cases, 369K related trademarks
- 1.7M Lawyer Database, 16K IP Lawyer Profiles
- 3.8M Brand Owners
- 1.7M eCommerce Sites
- 60M Product Listings



Listing -> Infringement



Our Vision

Use frontier technologies to reduce the cost of IP ownership and promote IP awareness and fair use, so that to promote innovation in the long run

Thank You!



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