

ORGANIZATION



#### Build A Better Search Engine to Protect Ownership of Originality

Dr. Hao (Henry) Du Co-founder and CEO @ Huski.ai

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

Fifth session of the WIPO Conversation "Frontier technologies and IP administration – learning from each other"

## **HUSK**

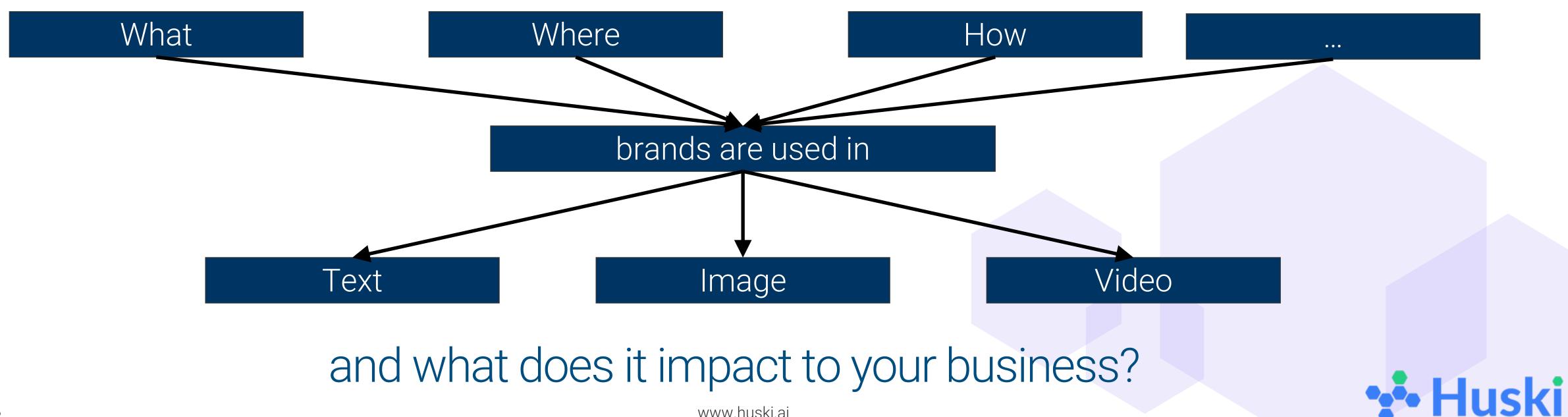
#### Brands are one of the most important assets. Brand protection market is huge but broken

- \$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.





## 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?

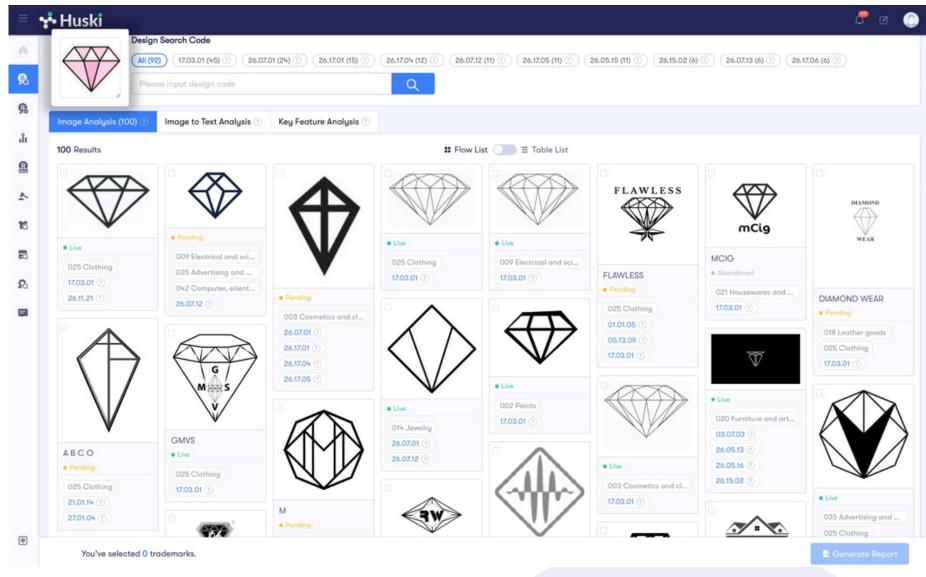
ebay

amazon

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

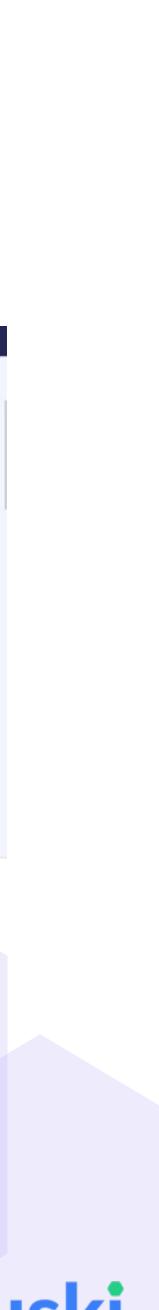
🗿 shopify

AliExpress



60+ million listings Etsy DHQate.com Wish





## Question 1: Is it copyrighted content Answer 1: Multi-search all parallelly running at once

Exact match

NLP based smart fuzzy search

Phonetic

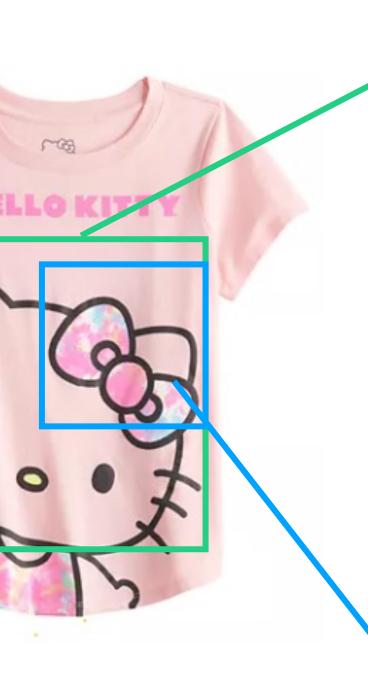
Whole Image Analysis

Key Feature Analysis

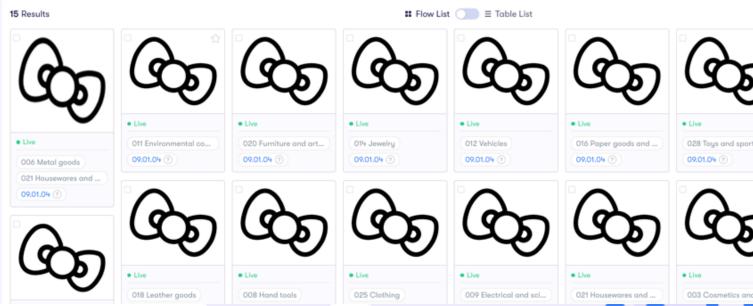
Text-to-image Analysis

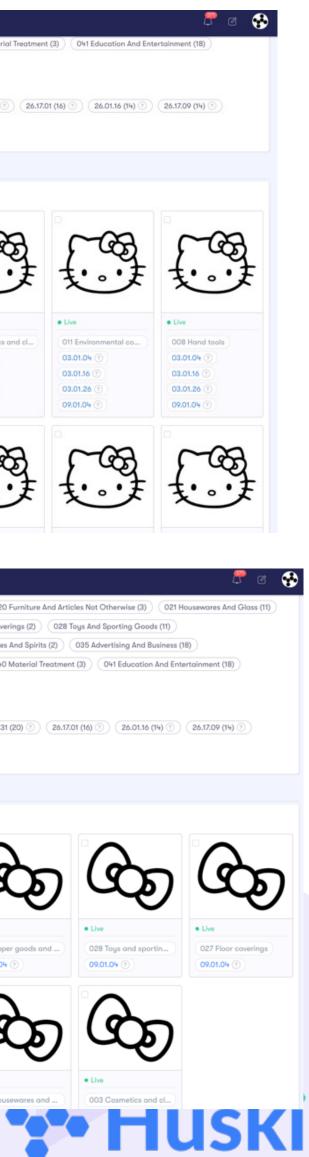
#### Text

#### Image



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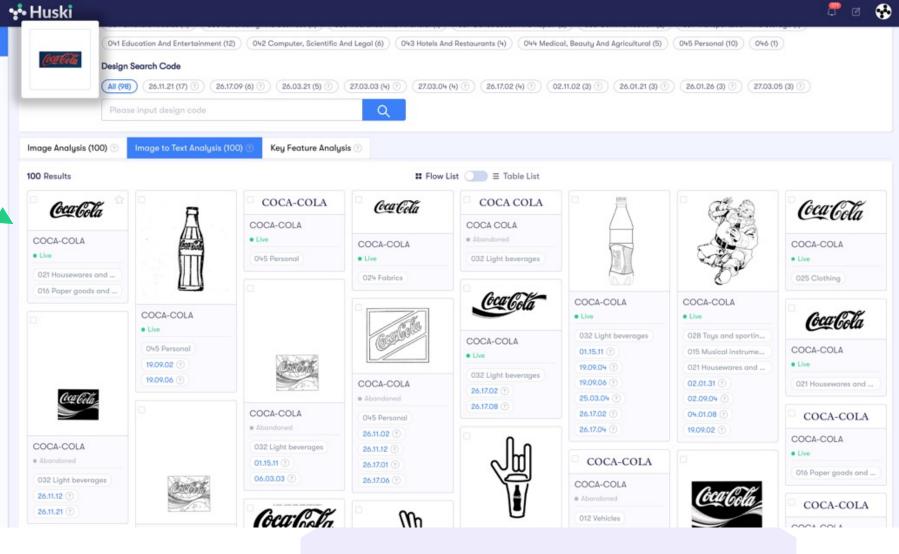
Whole Image Analysis

Key Feature Analysis

Text-to-image Analysis

#### Image



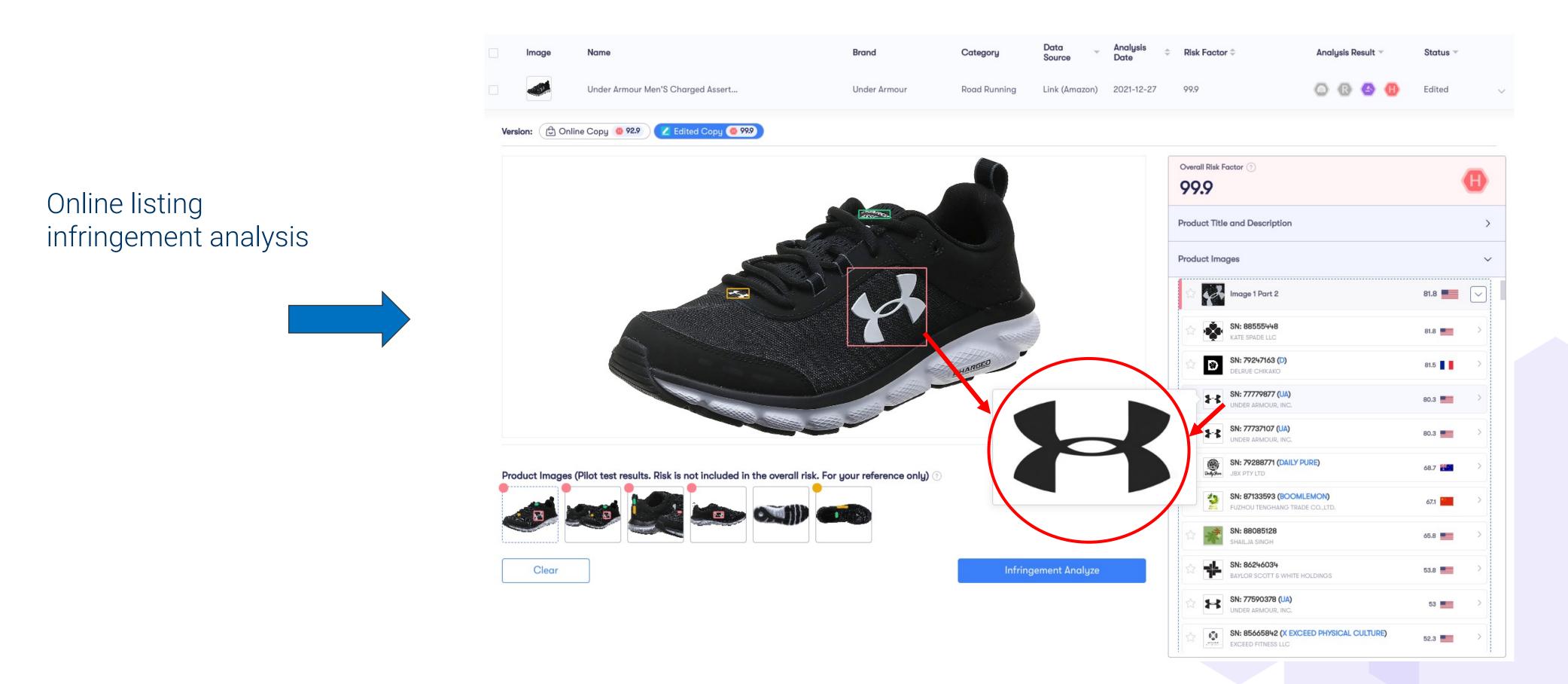






## Question 2: How is it used Answer 2: Context-aware text and image analysis

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



• Huski



#### Question 3: Where is it? Answer 3: Vertical Search and Cross Domain Knowledge Graph

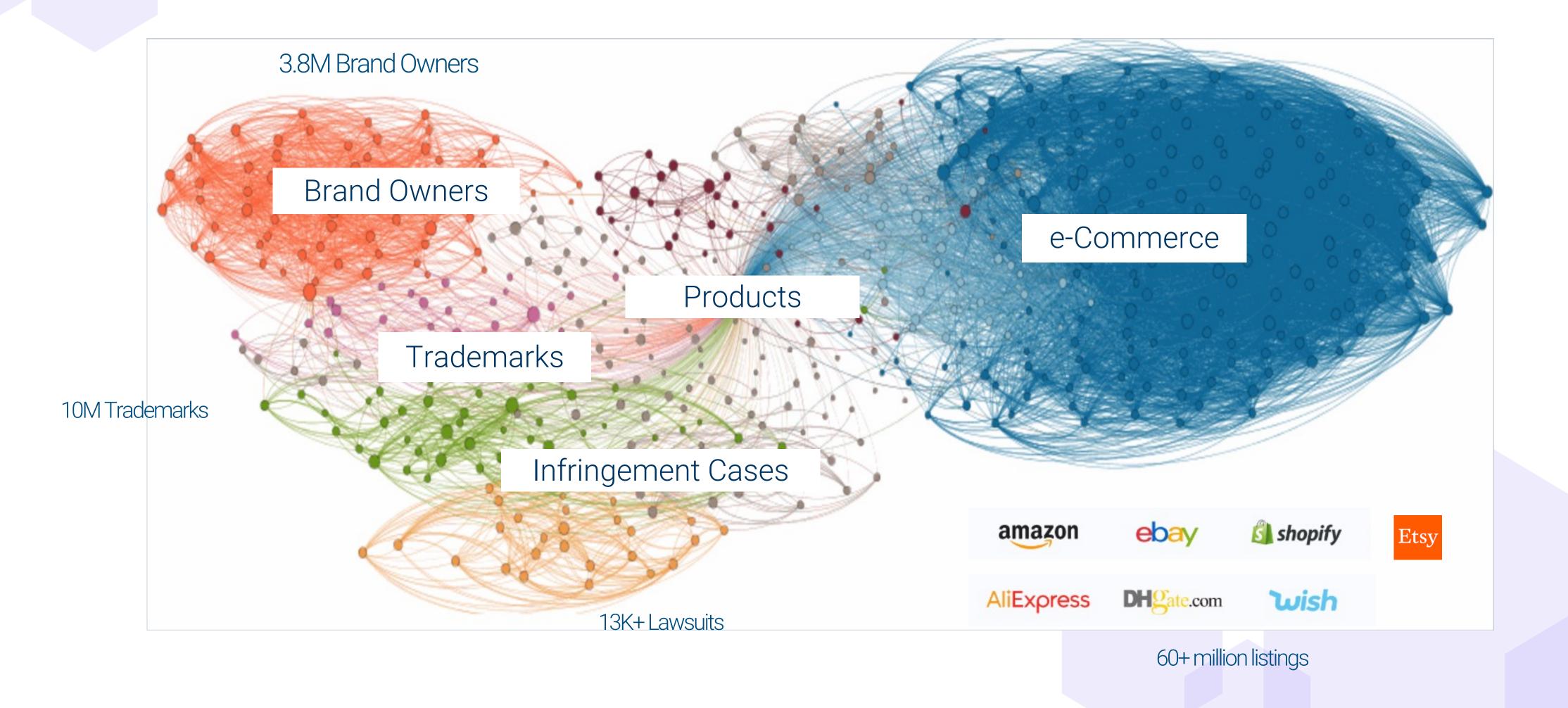


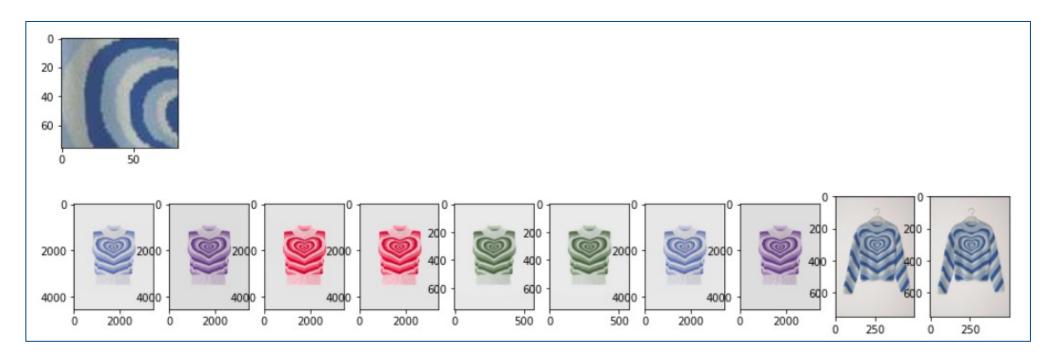


Image is from linkedin maps



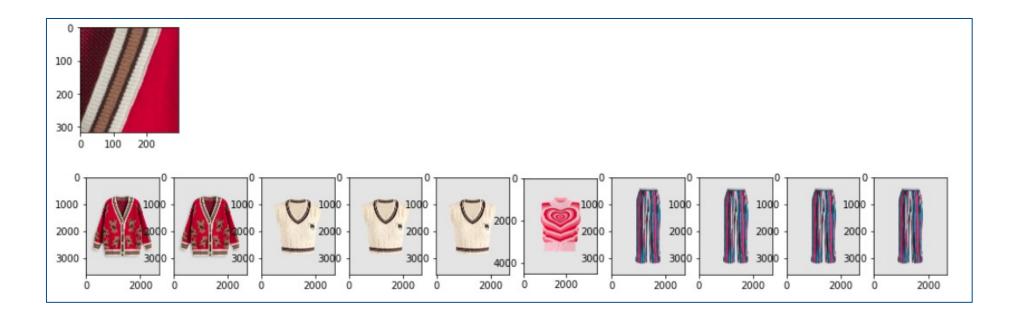
#### Possible expansion to even more Al Powered Search Engine to Search Multimedia Brand Usage in eCommerce and more

#### Search Design Patterns



#### Search NFTs

$\left( \right)$	Classifications						
		003 Cosmetics And Cleaning Produ			Machinery (4) 008 Hand Tool		
		Environmental Control Apparatus (2	() (012 Vehicles (9) (013 Fired	arms (8) 014 Jewelry (6) 015	5 Musical Instruments (1) 016 P	aper Goods And Printed Matter (	8) 017 Rubber Goods (1)
	018 Leather Goods (12) 019 Nor	-Metallic Building Materials (2)	020 Furniture And Articles Not Oth	erwise (1) 021 Housewares And (	Glass (15) 022 Cordage And F	lbers (2) 024 Fabrics (6)	025 Clothing (49)
	026 Fancy Goods (5) 028 Tays	And Sporting Goods (11) 029 M	eats And Processed Foods (%)	030 Stople Foods (7) 031 Nature	Il Agricultural Products (1) 032	Light Beverages (3) 033 Win	es And Spirits (7)
	034 Smokers Articles (3) 035 Ad	vertising And Business (28) 036	i Insurance And Financial (5)	37 Construction And Repair (3)	039 Transportation And Storage (3	) 040 Material Treatment (1)	
	041 Education And Entertainment (3	1) 042 Computer, Scientific And	Legal (7) 043 Hotels And Rest	aurants (5) 044 Medical, Beaut	y And Agricultural (6) 045 Per	ional (5) (A (2)	
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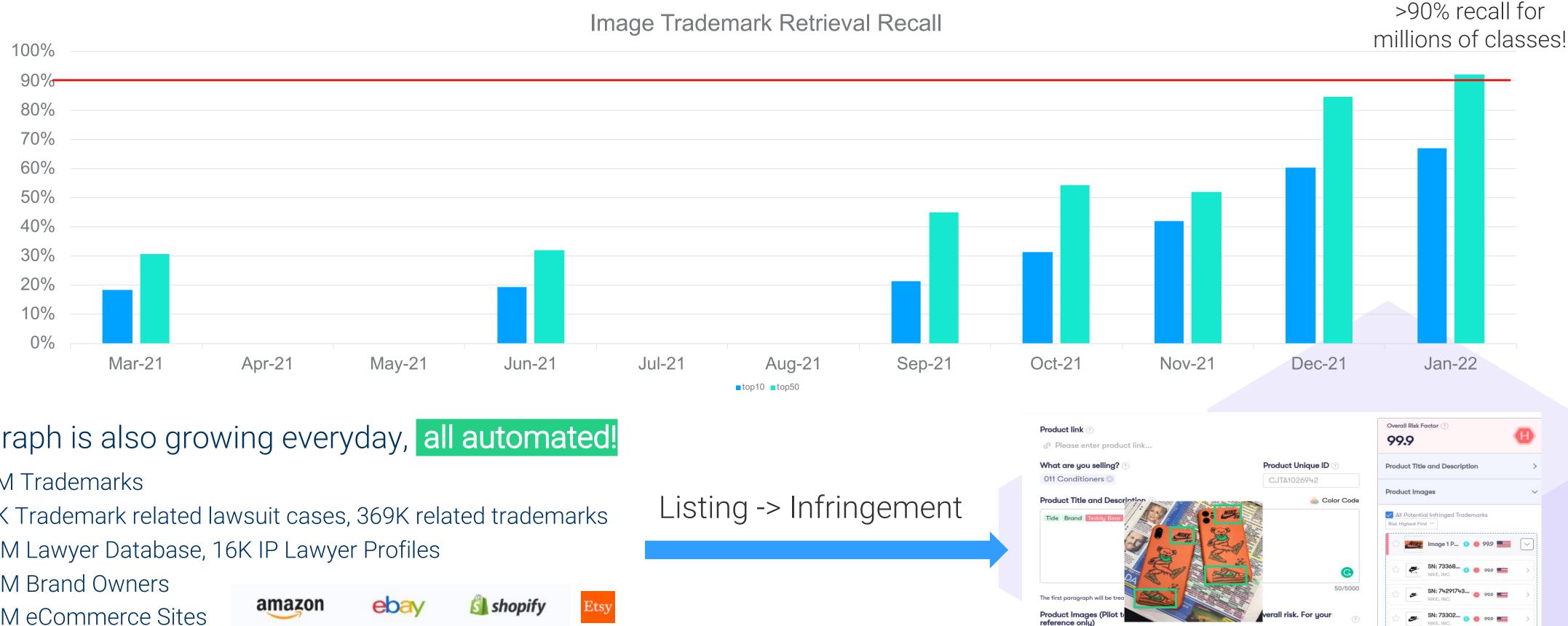






# Huski's solution is built with unsupervised machine learnings and largest cross domain knowledge graph

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
- .7M Lawyer Database, 16K IP Lawyer Profiles
- 3.8M Brand Owners -
- 1.7M eCommerce Sites -
- 60M Product Listings ----

amazon	ebay	🞒 shopify	Etsy
AliExpress	DHgate.com	wish	



#### 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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