



Complete Compliance

(Full-Service White Glove Complete Compliance Program)

Depending on your available internal resources, MAPP Trap can implement and administrate your company's ecommerce protection strategies for you. Our complete compliance managers are experienced and knowledgeable when it comes to online policies and enforcement. Our brand protection experts not only understand the legal implications of your efforts (anti-trust, etc.) but they've worked with brands in many industries, so they can recommend and employ diverse sets of strategies.



"MAPP Trap 360 helped us to dramatically reduce our MAP violations and unauthorized sellers. Our partnership has allowed me to stay focused on my main job while they tend to the day-to-day policy enforcement work. Without MAPP Trap's expertise we could never have turned things around so quickly. It's a no brainer!"

- **Luisa Munoz-Franco, E-Commerce Account Manager**

Phase 1 - Policy Compliance Strategy Creation

MAPP Trap personnel will review your policies and strategies, then set up the necessary enforcement email templates and plans in the automated email system. By having our expert staff complete this, it will ensure they accurately reflect your strategy.

MAP Policy Strategy

- Policy review and revision
- MAP Pricing Review
- MAP Policy compliance template written
- Automated enforcement plan creation

Authorized Seller Strategy

- Terms and conditions review
- Establishment of material differences
- Cease & Desist template writing
- Automated email plan creation

IP Rights Protection

- Determination intellectual property
- Establishment of IP Infringement templates
- Automated email plan created

Phase 2 - Compliance execution

Trained MAPP Trap personnel will administrate, monitor and revise the day-to-day process of notice creation and distribution.

Distribution

When new violators and/or seller emails are discovered, we will inform you and seek approval to add new violators to plan distribution.

Action

When seller suspensions and/or termination levels are reached we will inform you and seek approval for release or direct client to release notices.

Revision

When sellers reach the appropriate penalty level, we will inform essential stakeholders and, if requested, reply to suspended sellers.

Measurable Deliverables

Weekly Meetings

Based on your needs, we will schedule weekly and monthly meetings to review progress and, if necessary, adjust strategies based on feedback (from you and from your customers).

Do Not Ship lists

When violators reach suspension, we will send you the list for distribution to appropriate stakeholders (i.e., sales reps, distributors, attorneys, etc.)

DMCA Takedowns

MAPP Trap will submit and track takedown forms to ebay, Walmart, Bonanza and domain registrars based on client requirements.

Rollout Reports

If this is part of your strategy, reports will be generated detailing how many emails were sent, to which merchants and on what dates. Reports will include changes in numbers of products carried and violated (if any).

Weekly Reporting

In addition to regularly scheduled monthly enforcement reports, Phase II Plan Specific reports will be generated detailing how many emails were sent, to which merchants, on what dates and what plan step the email was for. Reports will include changes in numbers of products carried and violated (if any).

Final Report

Baseline comparisons and current market conditions (Post-Enforcement Phase). Also, will provide a recommendation for steps needed in compliance maintenance.

"Working with MAPP Trap has been a game changer for our brand. The team patiently helped us to understand the complicated online scale and scope for iMap as it relates to the brand, then worked methodically to help us craft strategy and tactics to approach enforcement of this critical aspect of our brand in the online channel. Their managerial experience is solid; their analysis, advice and patience is invaluable; their resource database is deep and on point, and their software is powerful and easy to use. MAPP Trap is a great partner and well worth the investment."

- **Paul Armstrong, CEO, Earthwhile Endeavors dba Earthbath**

