

# Startup enlists 'the crowd' to expose knock-offs

September 10 2012

---



A woman looks at a smartphone in Beijing in May 2012. Tech startup BrandBounty on Monday sought to enlist smartphone users around the world in a "crowd-sourced" battle against knock-off goods and pirated digital content.

Tech startup BrandBounty on Monday sought to enlist smartphone users around the world in a "crowd-sourced" battle against knock-off goods and pirated digital content.

The creators of BrandBounty, which launched earlier this year, were at a [TechCrunch](#) Disrupt gathering of technology startups in San Francisco to show off an application they designed to transform "consumers into brand vigilantes."

The application makes a game of sorts out of exposing [counterfeit goods](#)

.

People can score points and win prizes by using smartphones to submit pictures, descriptions or other "tips" about apparent knock-offs or piracy.

Brands sponsor contests or reward programs and get any resulting real-time intelligence about possible abuses in the market.

"The age-old problem with brand enforcement is a lack of eyes in the ground," said Jonathan Gonen, co-founder of the company born out of a Los Angeles-based accelerator called StartupMinds.

"With BrandBounty, we now have a simple, fun, and effective solution that turns smart consumers into brand watchdogs."

Counterfeiting and piracy cost the US economy an estimated \$1.2 to \$1.7 trillion dollars last year, according to Gonen.

A version of BrandBounty was available at the App Store for Apple gadgets with applications tailored for Android smartphones to be available in the coming months.

(c) 2012 AFP

Citation: Startup enlists 'the crowd' to expose knock-offs (2012, September 10) retrieved 25 April 2024 from <https://phys.org/news/2012-09-startup-crowd-expose-knock-offs.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.