

Internet Monitoring: Best Practices Case Study

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Seminar Review

- Issue Identity
 - Online issues
 - Effects to the university's "brand"
 - Online effect of emotional events
- Best Practices
- Implementation
 - Finding a security partner
 - Create the workflow
 - Developing an enforcement plan
- Case Study of Texas A&M University



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The Internet Landscape

- Online **retail sales** in the US will almost double from \$172 billion in 2005 to **\$329 billion** in 2010
- B2B e-commerce transactions will surpass **\$600B** in the US and **\$1 trillion** worldwide by 2008 (source: IDC)



The Internet Landscape

- eBay is the largest online auction/marketplace, by far
- It is among the most visited websites (behind Google, MSN, Yahoo)
 - 233 million registered **users** worldwide
 - **100 million listings** on eBay at any given time
 - Approx. 6.6 million new listings added per day
 - **eBay's value of goods sold** totaled **\$52 billion** in '06, up from \$44 billion in '05
 - eBay users worldwide trade more than \$1,812 worth of goods on the site every second.
 - If eBay were a country, it would be the 5th most populous country in the world behind China, India, the U.S. and Indonesia.
- **eBay has become a haven for sales of unauthorized product sales**



Issue Identity

- Effects to a university or collegiate “brand”
 - Loss of royalties from unlicensed merchandise
 - Goodwill damage to name or monikers
 - Potential unsavory content
- Online effects to emotional events
 - Bonfire – Texas A&M University - 1999
 - 4/16 – Virginia Tech - 2007

Best Practices

- Understanding the Internet environment
 - TOO much information in cyberspace
 - How do you extract relevant information from a “data dump”?
- Identify and Prioritize your “greatest pains”
- Measure program impact
- Identify emerging trends & adjust strategies accordingly

Implementation

- Finding a partner
 - Technology: Identify credible partners with established technology & filtering capabilities to identify key threats
 - Services: Work with a company who can help you analyze the information & prioritize actions to enable you to make informed decisions
 - Flexibility: work with a flexible partner who can adjust quickly to your changing needs and the ever-changing internet landscape
- Creating the right workflow that best fits your organization
 - In-house
 - Out-source



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Implementation

- Identify offenders
 - Tier 1, Tier 2, Tier 3
 - Classifications can include:
 - Number of offenses
 - Type of offenses
 - Relationship to university

Case Study: An Applied Approach

Texas A&M University

eBay Monitoring Edition

HELP

 Search Current Listings

Activity Center

 Archived Listings

find 

time frame

- All Live Listings
- < 2 days Remains
- < 5 days Remains
- Last 24 hours
- Last 48 hours
- Last 72 hours
- All Listings

trademark

- All
- Texas A&M

focus products

- All
- Caps
- Jerseys
- Sweatshirts
- T-Shirts
- unknown

of bids

- Any Number
- 50 or more
- 25 or more
- 15 or more
- 5 or more
- 1 or more
- none

seller status

- All
- Authorized
- Owned
- Previously Warned
- Repeat Offender
- Watch List
- unknown

less options 

item activity

- All
- None
- In Queue
- Warning Letter
- Request Shutdown
- In VeRO Review
- Refused Shutdown

editor

- All
- jlandrigan
- rrodriguez
- texasam_user

violation type

- All
- Trademark Infrin
- Other School
- Counterfeit
- IP Infringement
- Logo/Text Misuse
- None

auction type

- All
- Unknown
- Traditional
- Dutch
- Fixed Price
- Store Item

ebay site

- All
- United States
- Australia
- Austria
- Belgium(Dutch)
- Belgium(French)
- Canada

advanced search filters

Listing ID:

Seller ID:

Exclude Listings:

Trademark in Seller ID:

Seller's Country:

Item Title Includes:

Item Title Excludes:

Description Includes:


Description Excludes:

Item Pricing: price is this price:

Item Pricing: price is this price:

Quantity for one Item: quantity is this quantity:

Quantity for one Seller: quantity is this quantity:

save query 

find 














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Select All Clear All Save Selected Results Download Data Image Gallery Move To Activity Center											
<< Prev 1 2 3 4 5 6 Next >>											
#	Preview	Item	Product	Ebay Site	Auction Type	Title	Trading	Last Price	Start Time	End Time	Seller
1		120224460146	Sweatshirts	United States	Traditional	Texas A&M Hooded Sweatshirt, Hoodie, New, XL, FREE SHIP	Open	15.99	2008-02-19 15:13:36	2008-02-26 15:13:36	1459doug
2		350029418197	Caps	United States	Traditional	TEXAS A&M AGGIES 08 NIKE Authentic Wool Classic Adj Hat	Open	2.99	2008-02-23 17:42:37	2008-02-26 17:42:37	sportswhse
3		180217254165	T-Shirts	United States	Traditional	NEW University of TEXAS A&M Aggies Team T-Shirt Large	Open	4.99	2008-02-19 17:44:34	2008-02-26 17:44:34	eaqlvc
4		140208897025	Jerseys	United States	Traditional	UTAH STATE Aggies Rugby Team Jersey T Shirt S NEW	Open	6.99	2008-02-19 19:15:31	2008-02-26 19:15:31	bristolmedia
5		140208902664	Caps	United States	Traditional	Vintage Texas A&M ROTC Dress Hat With Insignia	Open	10.51	2008-02-19 19:52:05	2008-02-26 19:52:05	cakollektor
6		200201521742	Jerseys	United States	Traditional	Antoine Wright New Jersey Nets Texas A&M Rookie Auto GU	Open	0.99	2008-02-19 21:03:12	2008-02-26 21:03:12	automvp
7		370026272044	Caps	United States	Traditional	Texas A&M Aggies Sewn Logo Baseball Cap Hat One Size	Open	4.99	2008-02-23 21:06:30	2008-02-26 21:06:30	newdaynewfaith
8		370024844691	Caps	United States	Fixed Price	TEXAS A&M AGGIES REVERSIBLE BEANIE HAT NWT	Open	9.99	2008-02-19 22:00:12	2008-02-26 22:00:12	investinginsports
9		150217845731	T-Shirts	United States	Fixed Price	Texas A&M Aggies Big & Tall Full Logo T-Shirt sz 3XL 3X	Open	17.99	2008-02-19 22:29:04	2008-02-26 22:29:04	sportsnut
10		310024611056	Jerseys	United States	Traditional	John David Crow Signed Texas A&M Aggies White Jersey	Open	56.00	2008-02-21 22:54:00	2008-02-26 22:54:00	dlqautographs



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#	Preview	Item	Product	Ebay Site	Auction Type	Title	Trading	Last Price	Start Time
1		280163179474	Caps	United States	Traditional	NWT NEW TEXAS A & M AGGIES CAP COLLEGIATE LICENSED ITEM	Closed	9.99	2007-10-14 19:11:39
2		250178408742	Jerseys	United States	Traditional	MENS BASEBALL JERSEY SHIRTS NEW MEXICO STATES AGGIES M	Closed	0.99	2007-10-20 14:47:46
3		250178408754	Jerseys	United States	Traditional	MENS BASEBALL JERSEY SHIRTS NEW MEXICO STATES AGGIES XL	Closed	0.99	2007-10-20 14:47:47
4		250178408768	Jerseys	United States	Traditional	BOYS BASEBALL JERSEY SHIRTS TEXAS A & M AGGIES M 8-10	Closed	0.99	2007-10-20 14:47:48
5		250178408777	Jerseys	United States	Traditional	BOYS BASEBALL JERSEY SHIRTS AGGIES TEXAS A & M XS 4-5	Closed	0.99	2007-10-20 14:47:49
6		250178408783	Jerseys	United States	Traditional	MENS BASEBALL JERSEY SHIRTS NEW MEXICO STATES AGGIES L	Closed	0.99	2007-10-20 14:47:50
7		250178410404	Jerseys	United States	Traditional	BOYS BASEBALL JERSEY SHIRTS AGGIES TEXAS A & M XS 4-5	Closed	0.99	2007-10-20 14:52:44
8		250178410416	Jerseys	United States	Traditional	BOYS BASEBALL JERSEY SHIRTS TEXAS A & M AGGIES XL16-18	Closed	0.99	2007-10-20 14:52:45
9		250178410454	Jerseys	United States	Traditional	BOYS BASEBALL JERSEY SHIRTS TEXAS A & M AGGIES L 12-14	Closed	0.99	2007-10-20 14:52:50
10		250178410468	Jerseys	United States	Traditional	BOYS BASEBALL JERSEY SHIRTS TEXAS A & M AGGIES XL16-18	Closed	0.99	2007-10-20 14:52:51
11		250177747926	unknown	United States	Traditional	BAYLOR Anti Texas A&M Make 7 Up Yous Aggies T Shirt XL	Closed	7.99	2007-10-18 18:58:06



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an **ebay** marketplace

HELP

Send Warning Letter

[Return to Listing Info](#)

Send Message To:	1459doug
In Reference to Listing:	120224460146 (Texas A&M Hooded Sweatshirt, Hoodie, New, XL, FREE SHIP)
Use Template:	<input type="button" value="v"/>
Additional Comments:	<ul style="list-style-type: none">Warning Letter (simple)Warning Letter (harsh)Warning Letter (third attempt)

[Preview Letter](#) [Send Letter](#) [Cancel Send](#)





Contact Info Reports Result Sets

Home Page



Domain Ownership



Domain Ownership

HELP

Please choose from the options below to obtain domain ownership results.

find

time frame

- February 2008
- January 2008
- December 2007
- November 2007
- October 2007
- All

trademarks

- All

category

- All
- Affiliate
- Inactive
- Information
- Misuse
- Not Applicable
- Not Relevant

authorization

- All
- Default
- Owned
- Not Owned
- Authorized
- Not Authorized
- Unknown

status

- All
- Default
- Suspect
- Watch List
- Investigation
- Resolved
- Not Relevant

Search By Domain Name:

Search By Registrant Name:



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Domain Content Search Results

[new search](#)

SEARCHED FOR: Time Frame: February 2008

sort match by **Domain Propertie**records per page **20**[filter results](#)

displaying 1-20 (of 28 results)

[Select All](#) [Clear All](#) [Save Selected Results](#) [Download Data](#)

<< Prev

#	Domain Properties	Category	Registrant	Country	Created	Expires	Status	Authorized	User Comments
1	<input type="checkbox"/> AGGIESBOOKSTORE.COM	Parked/Directory	Oneandone Private Registration	United States			Default	Default	
2	<input type="checkbox"/> AGGIESARMY.COM	Parked/Directory	Domains by Proxy, Inc.	United States	2006-10-04	2008-10-04	Default	Default	
3	<input type="checkbox"/> 12THMANBREWING.COM	Misuse	Mark Braly	United States	2008-02-01	2009-02-01	Default	Default	
4	<input type="checkbox"/> 1939AGGIES.COM		Domains by Proxy, Inc.	United States	2006-05-10	2008-05-10	Default	Default	
5	<input type="checkbox"/> AGGIESEATS.COM	Misuse	It's Greek To Me" Inc	United States	2006-05-31	2011-05-31	Default	Default	
6	<input type="checkbox"/> AGGIESFORSECUREBORDERS.COM	Parked/Directory	preston wiginton	United States	2006-08-27	2008-08-27	Default	Default	
7	<input type="checkbox"/> TEXASAMPRIDE.COM	Misuse	Agile Systems Engineering	United States	2006-11-18	2008-11-18	Default	Default	
8	<input type="checkbox"/> AGGIESPIRIT.BIZ	Parked/Directory	Champion Media, LLC	United States			Default	Default	
9	<input type="checkbox"/> TEXASAMSPORTS.COM	Inactive	Pending Deletion	United States			Default	Default	
10	<input type="checkbox"/> TEXASAMALUMNIPOKER.COM	Misuse	Smart Advice	United States			Default	Default	
11	<input type="checkbox"/> WWWTEXASAM.COM	Parked/Directory	Navigation Catalyst Systems, Inc	United States	2008-02-14	2008-02-14	Default	Default	
12	<input type="checkbox"/> AGGIESPIRIT.COM	Not Applicable	Champion Media, LLC	United States	1999-08-17	2008-08-17	Default	Default	
13	<input type="checkbox"/> FIGHTINGTEXASAGGIES.COM	Misuse	Randy Matthews	United States			Default	Default	
14	<input type="checkbox"/> TEXASAMBASKETBALL.COM	Parked/Directory	Oversee Research and Development, LLC	United States	2008-02-14	2008-02-14	Default	Default	
15	<input type="checkbox"/> AGGIESLONGHORNSFLAG.COM	Parked/Directory	Frederick Moore	United States	2007-11-27	2008-11-27	Default	Default	
16	<input type="checkbox"/> AGGIES08.COM	Parked/Directory	RYDIC	United States	2007-10-29	2008-10-29	Default	Default	
17	<input type="checkbox"/> AGGIESCAST.COM	Parked/Directory	Sportscasts LLC	United States	2007-04-24	2009-04-24	Default	Default	
18	<input type="checkbox"/> AGGIESAWAY.COM	Misuse	NoIdea	United States	1999-06-21	2008-06-21	Default	Default	
19	<input type="checkbox"/> TEXASAMFOOTBALL.COM	Parked/Directory	worldwide media, inc.	United States	2005-01-28	2009-01-28	Default	Default	
20	<input type="checkbox"/> GOTEXASAM.COM	Parked/Directory	Ross Krempley	United States	2006-12-29	2008-12-29	Default	Default	

[Select All](#) [Clear All](#) [Save Selected Results](#) [Download Data](#)

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