

CLAIMS

1. **A method of brand protection based on the search results** performed on a computing device, the method comprising:

receiving and storing in an internal database an information about a brand to be protected;

identifying the most popular search queries for the brand in search systems;

collecting search results for at least one identified query over an assessment period;

calculating a harmfulness coefficient for at least one website contained in the collected search results;

identifying at least one website having the harmfulness coefficient exceeding a threshold value and defining it as a fraudulent website;

scoring an investment damage score for at least one identified fraudulent website over the assessment period, the investment damage score being representative of financial damage caused by the at least one identified fraudulent website to the brand over the assessment period;

ranking and prioritizing the fraudulent websites according to the investment damage score; and

protecting the brand by taking measures against the fraudulent websites in accordance with their ranking and priorities.

2. The method of claim 1, wherein identifying the most popular search queries also comprises using statistics of the search systems.

3. The method of claim 1, wherein the search results is a snapshot of the query search results, the snapshot comprising websites and their places in the search results.

4. The method of claim 3, wherein the snapshot of the search results is represented by a table containing at least a position of the website in the search results, a link to the website, a title and a description of the link, an information about a computing device on which the snapshot has been made and a location of the computing device on which the snapshot has been made.

5. The method of claim 4, wherein the snapshot further comprises contextual advertising, wherein collection of snapshots of the contextual advertising is additionally performed by at least one external remote computing device.

6. The method of claim 3, wherein the snapshot of the search results additionally contains contextual advertising associated with search system queries.

7. The method of claim 1, wherein the harmfulness coefficient is calculated according to the formula: $R = 1 - \prod_i (1 - w_i)$, where R is the harmfulness coefficient and w_i is a weight of the corresponding indication of the harmfulness of the website.

8. The method of claim 7, wherein the indication of the harmfulness of the website includes at least one of the following:

presence of a domain of the website in a list of legal/illegal domains,

popularity of the website;

presence of the domain in a list of fraudulent domains,

absence of a certificate,

domain life time;

using of website builders for creation of websites,

number of website pages,

presence of windows for payment or registration at the website;

category of a domain owner, one of: a private person, a legal entity, hidden,

cost of hosting;

domain zone;

country of a hosting provider;

relevance of the website.

9. The method of claim 1, wherein the investment damage score over the assessment period is calculated by multiplying an average brand purchase amount; a website conversion rate and an amount of website visitors.

10. The method of claim 9, wherein a calculation of the amount of website visitors is based on the search results and contextual advertising, wherein the

calculation is a summing of numbers of website visitors over the assessment period.

11. The method of claim 10, wherein the summing of numbers of website visitors is based on the following parameters: a statistical number of transitions to the position of the search results and a number of queries made in the search system.

12. The method of claim 11, wherein the statistical number of transitions to the position of the search results is calculated according to the formula:

$y = \text{CONST}_1 x^{-\text{CONST}_2}$, where y is the conversion rate and x is the position in the search results, and the constants CONST_1 and CONST_2 are calculated on the basis of a combination of brand data and search system data over the assessment period,

or calculated on the basis of readings of a counter available on the website.

13. The method of claim 1, wherein the measures against the fraudulent websites for brand protection includes at least one of the following:

taking of measures to block the fraudulent website;

taking of measures to reduce a traffic of the fraudulent website;

taking of measures to force the fraudulent website out of the search results;

addition of the fraudulent website into databases of fraudulent resources;

collection of evidence of fraudulent activities of the fraudulent website;

investigation of affiliation of the fraudulent website;

legal influence on the fraudulent website, including influence on its owner;

notification of customers and/or potential customers about the fraudulent website;

identification of affiliation of the fraudulent website with previously known fraudulent websites.

14. **A brand protection system based on the search results**, the system comprising:

a data collection and storage module configured to receive and save information about a brand to be protected in an internal database; the data

collection and storage module being further configured to connect to numerous services that provide an information about statistics of search system queries in real time, and further configured to scan the Internet and to collect search results over an assessment period

a harmfulness analysis module configured to calculate a harmfulness coefficient for a website for the brand, to compare the calculated harmfulness coefficient with a harmfulness threshold value and to define the website as a fraudulent website if the calculated harmfulness coefficient exceeds the harmfulness threshold value;

a damage assessment module configured to determine an investment damage score for at least one fraudulent website over the assessment period on the basis of the search results, the investment damage score being representative of financial damage caused by the at least one identified fraudulent website to the brand over the assessment period, the damage assessment module being further configured to rank and to prioritize the fraudulent websites according to the investment damage scores obtained;

a brand protection module configured to take measures against the fraudulent websites to protect the brand based on the priorities assigned.

15. The system of claim 14, wherein the most popular search queries for the brand in the network are identified on the basis of statistics of the search systems.

16. The system of claim 14, wherein the search result is a snapshot of the query search results, the snapshot comprising websites and their places in the search results.

17. The system of claim 16, wherein the snapshot of the search results is represented by a table containing at least a position of the website in the search results, a link to the website, a title and a description of the link, an information about a device from which the snapshot has been made and a location of the device from which the snapshot has been made.

18. The system of claim 17, wherein collection of snapshots is additionally performed by at least one external remote computing device.

19. The system of claim 16, wherein the snapshot of the search results additionally contains contextual advertising associated with search system queries.

20. The system of claim 14, wherein the harmfulness coefficient is calculated according to the formula: $R = 1 - \prod_i (1 - w_i)$, where R is the harmfulness coefficient and w_i is the weight of the corresponding indication of the harmfulness of the website.

21. The system of claim 14, wherein the indication of the harmfulness of a website includes at least one of the following:

- presence of a domain of the website in a list of legal/illegal domains,
- popularity of the website;
- presence of the domain in a list of fraudulent domains,
- domain life time;
- absence of a certificate,
- using of website builders for creation of websites,
- number of website pages,
- presence of forms for payment or registration at the website;
- category of a owner of the domain, one of: individual, legal entity, hidden,
- cost of hosting;
- domain zone;
- country of a hosting provider;
- relevance of the website.

22. The system of claim 14, wherein the investment damage score over the assessment period is calculated by multiplying an average brand purchase amount; a website conversion rate and an amount of website visitors.

23. The system of claim 22, wherein a calculation of the amount of website visitors is based on the search results and contextual advertising, wherein the calculation is a summing of numbers of website visitors over the assessment period.

24. The system of claim 23, wherein the summing of numbers of website visitors is based on the following parameters: a statistical number of transitions to the position of the search results and a number of queries made in the search system.

25. The system of claim 22, wherein the statistical number of transitions to the position of the search results is calculated according to the formula:

$y = \text{CONST}_1 x^{-\text{CONST}_2}$, where y is the conversion rate and x is the position in the search results, and the constants CONST_1 and CONST_2 are calculated on the basis of a combination of brand data and search system data over the assessment period,

or calculated on the basis of readings of a counter available on the website.

26. The system of claim 14, wherein the measures against the fraudulent websites for brand protection includes at least one of the following:

taking of measures to block the fraudulent website;

taking of measures to reduce a traffic of the fraudulent website;

taking of measures to force the fraudulent website out of the search results;

addition of the fraudulent website in databases of fraudulent resources;

collection of evidence of fraudulent activities of the fraudulent website;

investigation of affiliation of the fraudulent website;

legal influence on the fraudulent website, including influence on its owner;

notification of customers and/or potential customers about the fraudulent website;

identification of affiliation of the fraudulent website with previously known fraudulent websites.