

Online Brand Protection Startup IPSecure Lands Multimillion Dollar Initial Funding Round.

Protecting intellectual property and driving e-commerce sales converge to create a new approach to protecting brands from unauthorized sellers and counterfeit product listings on Amazon.

California, San Francisco, Jun 3, 2021 ([Issuewire.com](https://www.issuewire.com)) - IPSecure, a privately-held stealthy new online brand protection platform for brands, law firms, and e-commerce managers, announced today that it had raised a 7-figure round of seed funding led by secondary-market pioneer Manhattan Venture Partners (mvp.vc).

Founded by 20-year brand protection industry veteran David Cooper and serial entrepreneur Chris Anderson, IPSecure is building the world's first pure-SaaS brand protection platform that integrates both legal IP tools to identify and remove IP abuse and counterfeit sellers, as well as boost, drive, and track authorized sales by licensees and resellers.

"Until now, online brand protection solutions were pure cost centers, run primarily out of corporate legal departments. Indiscriminately searching the internet by keyword and sending thousands of toothless letters a year simply is not effective at protecting brands from IP abuse and discouraging future bad actors," said Bill Barkow, Partner at Manhattan Venture Partners and new IPSecure board advisor. "IPSecure is the tool every brand owner has been waiting for. As brands purge unauthorized sellers from Amazon, IPSecure actually quantifies net new good sales that are realized – and in most cases, those sales gains will eclipse the cost of the solution."

IPSecure is addressing the multibillion-dollar IP protection market, with expected compound annual growth of more than 13%, according to ResearchandMarkets.com. By tapping into and expanding their SaaS value to the e-commerce side of an enterprise and helping brands not only stop bad sales but grow good sales, the addressable market IPSecure is pursuing growth by 4X. IPSecure's ability to generate and track real revenue ROI in a space traditionally dominated by 'managed services' providers fills the biggest need for brand owners, justifying the cost of their IP and brand protection activities.

"Amazon's platform is home to over 9.5m sellers, with 4,000 new sellers added daily. Gone are the days of infringing sellers hiding behind fake reviews and shell companies, IPSecure is analyzing and scoring every single seller, creating massive analytical value for both legal IP users and e-commerce managers looking to drive more sales," said Jared Carmel, Co-Founder and Managing Partner at Manhattan Venture Partners.

"Over my two decades building online IP protection solutions for hundreds of global brands, the same dynamic played out repeatedly. No real ROI. Current solutions measure success based on the number of letters they send, or how many images they took down, but volume does not equal success," said David Cooper, IPSecure Founder, and CEO. We are building our solution from the bottom up to focus on exposing and driving the correlation between IP protection and sales increases online."

About IPSecure

Founded in early 2020, IPSecure is on a mission to commercialize protecting brands online. By simplifying and integrating legal and e-commerce tools, IPSecure is expanding and fueling the commercial value brands gain from aggressively protecting their intellectual property online. IPSecure

was co-founded by David Cooper and Chris Anderson, with offices in the San Francisco Bay Area, Boise, and Milwaukee.

About Manhattan Venture Partners

Manhattan Venture Partners (MVP) is a research-driven merchant bank that focuses on the secondary market for late-stage private technology companies and pre-IPO companies. Since 2010 the partners of MVP have been integral in the institutionalization of the secondary market for venture-backed companies. The partners are pioneers in the space and have collectively engaged in more than \$10 billion in primary and secondary venture investments.

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