

Brand Check example report.

A synthetic, client-facing example of how a first review turns marketplace signals into a clear human decision path.

SYNTHETIC	NORTHSTAR HOME	NO AUTOMATIC SUBMISSIONS
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THE DECISION PATH

01	02	03	04
Signal	Human review	Supported action	Recorded outcome

This demonstration contains no client data, real seller, real listing, or real marketplace decision.



01 / READOUT

A useful first pass answers three questions.

The purpose of a Brand Check is not to produce a dramatic number. It is to identify what deserves attention, what still needs proof, and where a human should spend the next hour.

WHAT WAS FOUND	WHAT NEEDS PROOF	WHAT HAPPENS NEXT
Signals were mapped across two fictional marketplaces and three examples were selected for human review.	The signal is not automatically the legal basis. Right, territory, authorization, history, and seller identity still matter.	The reviewer records a supportable next step: confirm, hold, investigate, or prepare a request.

12	3	2	0
candidate listings	human-reviewed examples	marketplaces in scope	automatic submissions

PRIORITY MAP

ID	STATUS	WHY IT MATTERS	NEXT INPUT
A-104	Review first	Brand name in title and matching mark in the main image.	Right-holder record, territory, authorization, and capture.
A-118	Hold	Compatibility wording without an independent brand-origin claim.	Keep as context; do not submit on this signal alone.
B-207	Investigate	Similar image and seller pattern after a prior removal event.	Seller identity, listing history, and response record.

The status describes the review queue, not a guaranteed platform outcome.

Every signal has a location and a reason.

A useful register lets a brand see exactly what was observed before anyone decides what to submit. It keeps the visible fact separate from the legal or commercial question that follows.

LISTING	OBSERVED LOCATION	CLASSIFICATION	RECORDED NEXT STEP
A-104 Example Market A	Title and main product image	Trademark use - confirm right, territory, and authorization.	Capture evidence and confirm the right-holder record.
A-118 Example Market A	Title only	Compatibility wording is not enough on its own to treat the listing as an infringement signal.	Hold as context unless stronger facts appear.
B-207 Example Market B	Product image and seller pattern	Repeat-activity signal - separate proof from inference.	Compare seller identity, history, and response record.

WHAT THIS REGISTER DOES	WHAT IT DOES NOT DO
It preserves the listing identity, the observed location, the reviewer classification, the evidence still needed, and the next owner of the work.	It does not decide infringement automatically, turn a weak signal into a complaint, or promise that a marketplace will remove a listing.

A clear record makes the next conversation shorter: the brand can see what was found, why it was classified that way, and what is still missing.

03 / DELIVERY

The output is a working record, not a link dump.

In a paid project, the brand receives a documented path from discovery to follow-up. The exact scope is agreed before the work begins.

01 / REVIEW REGISTER	02 / CLASSIFICATION
Listings or domains in scope, where the issue appears, seller identity, and the source link.	The possible right, platform route, and facts that support action or require confirmation.
03 / EVIDENCE PACKAGE	04 / REQUEST AND STATUS LOG
Captures, links, right-holder information, and the limits of what the available material can show.	What was submitted, what the marketplace or brand replied, and which status or next step is recorded.
05 / FOLLOW-UP VIEW	06 / RECORDED OUTCOME
New listings, repeat sellers, relistings, and matters that need another review cycle.	Removal, refusal, request for more information, relisting, or another supportable outcome - without rewriting the history.

THE WORKFLOW

AI-assisted search	Human verification	Managed dialogue	Outcome log
Map candidate listings and the exact place where a signal appears.	Check facts, rights, territory, duplicates, and evidence quality.	Prepare supported requests and manage the marketplace and brand conversation.	Record the reply, status, next step, and any repeat activity.

FREE BRAND CHECK	PAID PROJECT
A focused first view, up to five representative examples, and a short PDF summary. It does not submit or manage removal requests.	An agreed scope with human verification, evidence preparation, supported requests, dialogue, follow-up, and recorded outcomes.

BOUNDARY

The marketplace makes the final decision. This synthetic report demonstrates structure and judgment; it is not a client result, legal opinion, removal guarantee, or automatic legal finding.