



Acamar Films signs Incopro to help protect Bing's intellectual property

Acamar Films has partnered with leading brand protection experts [Incopro](#) to ensure the safety of Bing products & live events and safeguard the trust of consumers.

With the significant acceleration of the Bing licensing programme over the past 18 months, Acamar has acted to support licensees' growth and sales of Bing products and associated activities.

Incopro will be expediently tackling counterfeit product and activity across marketplaces and platforms globally, using effective takedown and enforcement measures. This includes tracking the marketplace, identifying counterfeit goods being sold and then issuing takedown notices to the respective sellers.



Sparked by the launch of a brand-new toy line by Bing's Master Toy partner Golden Bear – whose award-winning AW19 Bing range was its fastest-selling in years – along with a rapid international growth strategy, the number of Bing licensees and available products has hugely increased in the last couple of years. Currently, there are some 5,500 Bing products available across 60,000+ points of sale as Bing continues to move and delight Bingsters and their grown-ups.



“At Acamar we are committed to protecting our brand and we take counterfeit and online threats very seriously. We want to support our licensees against copycats and infringers and ensure that our consumers can trust every online interaction with Bing. Teaming up with Incopro, with their vast global expertise and leading technology, enables us to give a much stronger guarantee of that.”

- Sandra Vauthier-Cellier, Chief Commercial Officer, Acamar Films

Incopro has been working to make the internet a better place for businesses and their consumers since 2012. Their best-in-class Talisman platform uses highly sophisticated techniques to stay one step ahead of brand and e-commerce abuse, discovering and acting on infringing content and products.

If you have any queries please contact your Acamar Films representative

or

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