



**FOR IMMEDIATE RELEASE**

### **Incopro expands into New York**

- *New offices will help company expand its online IP and brand protection software and services in North America*
- *Expansion comes just three months after \$21 million venture capital investment*

**London and New York – 06 August 2018** – **Incopro**, the online brand protection provider, has today announced the opening of offices in New York. The new premises will allow the company to further build their market position in North America and expand its IP and copyright technology and services into the region.

The expansion follows a \$21 million (£16 million) venture capital investment into the business earlier this year from growth investor Highland Europe to help support and expand the company's technology, customer support and sales teams.

Incopro has already successfully delivered brand protection to a growing number of leading North American companies, with current US offices in Boise, Idaho and operations located in Los Angeles and San Francisco.

The company's flagship product, Talisman, uses Big Data and Machine Learning to scan the internet for counterfeit products. The software searches platforms from online marketplaces to social media with each infringement typically identified and removed within 24 hours.

Simon Baggs, CEO and Co-Founder at Incopro, said: "With some of the world's leading and innovative companies, it was vital that we extended our team into New York. Incopro has seen significant growth over the past few years and we needed to invest in new premises to accommodate our expanding team. Increasing our North American presence will only improve our ability to protect the brands of more leading companies in the future".

#### **About Incopro:**

Founded in 2012, Incopro is an online IP and brand protection company. Its proprietary technology platform Talisman collates a mass of data on brand infringement and automatically identifies and prioritises IP violations. Its clustering technology is uniquely able to track and connect the commercial scale counterfeiters, enabling comprehensive takedown of all associated operations.



Headquartered in London, with Incopro's analysts working across the United States, Europe, and Asia, Incopro works with some of the largest global brands to provide connected and actionable insights into IP infringements online. For additional information regarding Incopro, please visit [www.incoproip.com](http://www.incoproip.com).

**ENDS**

**Media contact(s)**

Alex Selles  
Marketing Manager | Incopro  
[alex.selles@incoproip.com](mailto:alex.selles@incoproip.com)