



Tamara Céline Winegust coauthored an article "Live Selling, Hidden Links, and the Everchanging Counterfeit Landscape" by IPIC

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Tamara Céline Winegust coauthored the article "Live Selling, Hidden Links, and the Everchanging Counterfeit Landscape" with Melissa Tarsitano, Kestenberg Siegal Lipkus LLP, published on the UnscriPted Blog by IPIC.

As brand owners continue to navigate online space, bad actors aim to capitalize on the ability to manipulate platforms, algorithms, and consumers through deceptive practices. Online platforms continue to implement procedures and tools for rights owners to proactively combat the sale of infringing and counterfeit merchandise. These tools can assist, however, there are certain activities and trends that are not as easily detected as a hashtag or stock image.

Click [here](#) to read full article.

This article was first published by the [Intellectual Property Institute of Canada's UnscriPted Blog](#) on March 12, 2021.