

Target Process

Target Asset

Impact

DISTRIBUTION**FINISHED GOODS****LOW**

EXAMPLES

- A digital catalog meant for permissioned customer access only is unintentionally viewable publicly.
- Physical preproduction samples provided to a customer for catalog asset creation are not controlled during/after photography.
- A catalog compiled by a distributor is made available to all customers of that distributor prior to the public reveal of IP contained within and is leaked.
- A catalog compiled by a distributor cannot be restricted to permissioned viewers once published online.

PREVENTATIVE CONTROLS

- Digital catalogs created by a licensee should be hosted on a system that can be permissioned directly by the licensee.
- Embargoed samples requested from a licensee for a customer catalog shoot should be withheld if the customer cannot provide adequate security.
- A handling procedure and return date for embargoed physical samples should be established before they are shared with a customer for a catalog shoot.
- Digital assets for unrevealed IP should be withheld from any distributor who cannot guarantee their catalogs will be published after the embargo date.

BEST PRACTICES

- Digital assets for unrevealed IP should be withheld from any distributor whose customer base includes a large number of small, low-volume customers, and placeholder assets should be used for these items until IP is revealed, as small customers may not have the means or loyalty to adequately protect IP.
- Consider the business relevancy of any print or digital catalogue asset to the intended audience before committing assets to the cause. If there is insufficient potential sales volume to justify the risk that remains after preventative measures are in place, hold back placement of sensitive IP items in catalogs until after IP is revealed.

DETECTIVE CONTROLS

- Digital assets provided to distributors for their customer catalogs should be distinct from digital assets provided to customers for ecomm needs to aid in tracking any leaks that do occur.