# How an Award-Winning Animation Studio Achieved a 98% Takedown Rate

## Company Overview

Client: **Automotive Industry**

[Having a name known worldwide has its downsides.](#)

As our client's popularity grew, so did the number of counterfeit parts and knockoff accessories appearing online. Some were easy to spot. Others weren't.

So, the Client decided to change the way it approached the problem. Here's what that looked like, and what made all the difference.

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## Why This Worked (and What Other Brands Can Learn)

1. Our client didn't just remove listings. They shifted strategy.
2. They stopped chasing symptoms and started disrupting networks.

## Solution

They partnered with Axencis to transition from reactive enforcement to proactive disruption, utilizing advanced IP protection strategies. Our team rolled out a three-phase plan:

Using our xCore platform, we identified over 195,000 listings and focused on the top 1% of high-impact sellers, not just based on volume, but also their influence.

- **We focused on 2,300 foreign-based counterfeiters** with the largest footprints, selected through manual review, not bots. Automated tools would've missed many of them. We quickly and visibly shut down their operations by combining expert screening with legal tools like TROs and direct marketplace coordination.
- **After breaking the major seller networks**, we moved to the next phase: precise, ongoing enforcement through our proven marketplace takedown process. This meant real-time monitoring, identifying repeat behavior, and removing new listings before they could gain traction. This wasn't a one-time fix; it was a system designed to prevent the problem from rebuilding itself.