Draft.

SC203 - Scientific Research
Group 1615

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1.8 Millions pictures posted everyday

Observation.

company use **logo recognition** to understand who is using their products and how they're using them

Question?

Why company needs invest logo recognition tools?

With **logo recognition.** They can detect their **brands** in customer pictures

1. Identify and monitor crises.

2. Brand protection

3. Re-evaluate sponsorship

4. Customer services: delivery logistic

5. Learn about customer survey without disturbing

Hypothesis.

Base on available algorithm. We can improve to recognize brands logo in images.

Problem statement

Detect logo in images.

$\downarrow$

Recognize what is this logo.

#Our first step

Detect HCMUS logo in images

For this first step we have to collect images that has HCMUS logo

Data collection.

We chose to collect data from Facebook

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Classify images in two group

1. Images **have HCMUS logo**

2. Images **don't have HCMUS logo**

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Detect HCMUS logo in images

Further work.

Recognize Vietnamese brands