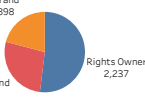





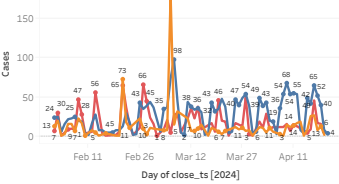
Insights on Brand Portal

Case Created Time 2/1/2024 12:00:00 AM to 4/30/2024 11:59:59 PM	Case Closed Time From 9/29/2020 5:05:17 PM and Null values	Case Status Name Multiple values	Rate Multiple values	Brand Id All	Brand Name All
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Total Cases		Cases By Decision & Case Type			SLA Metrics																								
		<div><div><p>Rights Owner</p></div><div><p>Supplier Brand</p></div><div><p>Brand</p></div></div> <div><div>Rejected Rate</div><div>Approved Rate</div></div>			<table><tr><th>Case Type</th><th>Distinct count of case_id</th><th>Avg. Total Agent Time - Mins</th><th>Avg. Total Case Time - Mins</th><th>Distinct count of src_upd_user</th></tr><tr><td>Rights Owner</td><td>2,237</td><td>59.3</td><td>105.932</td><td>27</td></tr><tr><td>Brand</td><td>898</td><td>22.9</td><td>131.752</td><td>22</td></tr><tr><td>Supplier Brand</td><td>1,171</td><td>637.1</td><td>65.635</td><td>13</td></tr></table>					Case Type	Distinct count of case_id	Avg. Total Agent Time - Mins	Avg. Total Case Time - Mins	Distinct count of src_upd_user	Rights Owner	2,237	59.3	105.932	27	Brand	898	22.9	131.752	22	Supplier Brand	1,171	637.1	65.635	13
Case Type	Distinct count of case_id	Avg. Total Agent Time - Mins	Avg. Total Case Time - Mins	Distinct count of src_upd_user																									
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Reason Codes for Rights Owner Verification Cases												Reason Code for Brand Verification Cases											
case_rpt_rsn_nm	Rights Owner				Supplier Brand				case_rpt_rsn_nm	Brand				Supplier Brand									
	% of Total Distinct count of ca...	Acc...	Rejec...	Rejec...	% of Total Distinct count of ca...	Acc...	Rejec...	Rejec...		% of Total Distinct count...	Acc...	Rejec...	Rejec...	% of Total Distinct cou...	Acc...	Rejec...	Rejec...						
Business cannot be verified/seems suspicious									Brand info doesn't match RO's info														
On hold - Info needed									On hold - Info needed														
RO Data Matched	63%	100%			1,084	6	146	18	RO Data Matched	51%	12%	11%	###	353	21	2	6						
RO Information Mismatch			32%	40%			31	9	RO Information Mismatch														
User cannot be verified/seems suspicious			7%	20%			643	2	User cannot be verified/seems suspi...														
Auto Decision - Approved	37%								Trademark cannot be verified					61%	42%								
RO & SC Info Approved	0%								Unresponsive RO					19%	26%								
Trademark cannot be verified			5%	4%			121	5	Unverified RO					11%	11%								
Unresponsive RO			26%	11%			90		Trademark cannot be verified/seems suspi...					340	9	2							
Verification Code - RO unresponsive			20%				25		Auto Decision - Approved	49%		5%	11%										
Verification Code - Failed			5%						Brand belongs to another RO	###	###	###	###	693	180	19	6						
Grand Total	100%	100%	100%	100%	1,729	6	457	45	Grand Total	###	###	###	###	###	###	###	###						

Trends in Closed Cases



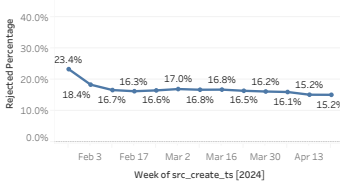
Case Type

Brand

Rights Owner

Supplier Brand

Reject Rights Owner YTD percentage



Rejected Percentage

23.4%

18.4%

16.7%

16.6%

16.8%

16.5%

16.1%

15.2%

Day of close_ts [2024]

Week of src_create_ts [2024]

SLA Metrics of Closed Cases

Case Type	SLA Buckets						Grand Total
	<=6hrs	>6 - <=8hrs	>8 - <=12hrs	>12 - <=24hrs	>24 - <=48	>48	
Rights Owner	87%	0%	0%	1%	1%	10%	100%
	1,951	6	1	16	32	231	2,237
Brand	85%			2%	2%	11%	100%
	762			20	19	97	898
Supplier Brand	92%		0%	1%	1%	7%	100%
	1,075		1	8	6	81	1,171

Case Type Brand Rights Owner Supplier Brand