APPS Review Process

1. In New Detections View: Go through logos of apps to see if they are using word mark or logo or both
    a. Prioritize [REDACTED] Apps
    b. See Potential Infringing Trademarks [REDACTED] at the end of this document
    c. When in doubt, put it into Analyst Review (there are no "wrong" answers here, unlike marketplaces)
2. Open any that are hard to determine on thumbnail
3. Open all suspect apps to make sure they are active
4. For Irrelevant Listings:
   a. Stage: Closed
   b. Closed Reason: Irrelevant

5. For Listings that are suspect:
   a. Stage: Customer Review
   b. Category: Suspect
   C. reported date: today
   D. report (see step 6)
6. For non-[REDACTED]: Go to **Analyst Review First Source view:**
    ○ Select the most relevant apps (150 total- or however many are needed to make it to 200 total for both regular apps and [REDACTED] apps)
    ○ Select Bulk Action
        ■ Stage: Client Review
        ■ Report: Updated report number
        ■ Report number template - 2025-08-18 (R544)
        ■ Reference previous emails for last report number
7. For [REDACTED]: Go to **Analyst Review First Source**
    ○ Name contains [REDACTED]
    ○ Select the most relevant apps (50 total)
    ○ Select Bulk Action
        ■ Stage: Client Review
        ■ Report: Updated report number
        ■ Report number template - 2025-08-18 (R544)_DI
        ■ Reference previous emails for last report number
8. Report runs Monday - Sunday
9. Go to Weekly Report view
    a. Filter by Report Number
    b. Export
10. Open the download
11. Match report to template
12. Save file as [REDACTED] Apps Report 544 (Aug 12 - Aug 18) and [REDACTED] Apps Report 544 (Aug 12 - Aug 18)_Dynamic Island
13. To run the script:
    a. Open Book1. Xlsx
    b. Clear contents below header
    c. Copy and paste URLs AS VALUES
    d. Make sure all 200 are there

    e. Save Book1 and close
    f. Open Dates. Xlsx
    g. Clear URL and dates below header
    h. Copy and paste URLs AS VALUES
    i. Make sure all 200 are there
    j. Save Dates and close
    k. Open URLs. Xlsx
    l. Clear contents below header
    m. Copy and paste URLs AS VALUES
    n. Make sure all 200 are there
    o. Save URLs.xlsx and close
    p. Open anaconda and powershell prompt
    q. To run dates: python firstusedate3.py (and push enter)

14. Once that has run, open the dates.xs sheet and copy the dates onto the report in the first use date column.
15. Format the dates to be in the year-month-date format.
16. Fill any empty boxes with unknown.
17. To run screenshots:
    a. Open anaconda and powershell prompt
    b. python ssscrape.py (and push enter)
    c. Once that has run, open your Screens folder and copy the photos into a Box.com file labeled Discovery Report (376) Screenshots.
18. Go into your screens folder and create a subfolder with the report number and move all screenshots into that folder.
19. Go to Enforcement view in the portal.
    a. Filter "Inactive"
    b. Make sure they really are inactive
    c. Close Inactive as Closed > Resolved
    d. The number of apps that are inactive is the ==# of Apps removed== in email **(it may oftentimes be Zero)**
20. Add +200 to total ==Apps REPORTED== in email.
21. Go to "Show all Detections" view, look at the bottom number. This is ==Apps REVIEWED== in email.
22. Send the following email to recipients with the report:

EMAIL TEMPLATE:
Subject: August 12th - August 18th <==[REDACTED]== MOBILE APP ENFORCEMENT [CD025043] ==[REDACTED]== Discovery Report 544>

Hi ==[REDACTED]==,

You will find the ==[REDACTED]== Apps Report #544 (August 12th - August 18th) attached for your review. As per your request, they have been separated into ==[REDACTED]== and all other apps.

Let me know if you have any questions or changes to make to this report.

- *# of Apps removed: ==**Zero (0)**== apps were removed from enforcement activity last week, as of this morning.*

Below are the running totals for Detection/Review/Reported as of Report #544:
- *TOTAL # of Apps **REVIEWED** BY [REDACTED] =* 1,045,126
- *TOTAL # of Apps **REPORTED** TO [REDACTED] =* 52,800

Let us know if you have any questions!

Thank you,

[NAME]

To:
[REDACTED]

CC:
[REDACTED]

App Enforcement
1. Everything will be Customer Review state.
2. Action based on the directive from report
   - No Action (copy links and paste into portal)
     - Stage: Closed
     - Next Step: No further action
     - Responsible Party: No Takedown
   - [REDACTED] or [REDACTED] (copy links and paste into portal)
     - Stage: Closed
     - Next Step: No further action
     - Responsible Party: [REDACTED]
   - [REDACTED] responsible: move to next step.

Moving to Enforcing Queue
[REDACTED] responsible (stage will be Customer Review)
1. Group by IPR (Recommended Basis)
   a. Assign IPR in portal
   b. Repeat for all IPRs.
2. Make sure all "[REDACTED] responsible" apps are shown.
3. Copy and paste each text from Analysis into Last Comment for each link.
4. Select all and do the following:
   a. Stage: Enforcing Queue
   b. Next Step: Store Enforcement (now they are in the Enforcing Queue)

Email Submission Enforcement

1. Go to the folder and check for screenshot
    a. If no screenshot, then take one and upload
2. Sort by store.
3. Check Atlassian to see if the platform prefers email or form submission: [REDACTED]
4. For email submission:
    c. Select app
    d. Make sure it is active. If it is inactive, Slack Zoe the URL.
    e. Choose Enforcement (up top) dropdown > Email Enforcement
    f. Email settings:
        i. Complainant > [REDACTED] Agent
        ii. Choose email template (Trademark-based takedown template)
        iii. Choose Intellectual Property Type (Trademark/Copyright)
        iv. Choose Trademarks (IPR)
    g. Click Next
        i. Copy email from Atlassian page
    h. Click Next
        i. Preview for errors/accuracy.
    i. Click Submit

Form Submission Enforcement

a. Select app
b. Choose Enforcement (up top) dropdown > Outside Submission
c. Follow the steps in the portal to create submission, selecting correct IPR like you would an email.
d. Choose Copyright and DCMA Violations.
    i. Full Name: [REDACTED] Agent
    ii. Holder's full name: [REDACTED] Inc.
    iii. Email: Copy from Outside Enforcement submission in portal
    iv. Address: [REDACTED]
    v. City: [REDACTED]
    vi. State: [REDACTED]
    vii. Zip: [REDACTED]
    viii. Country: United States
e. Copy and paste the URL into the submission form on the site
f. Copy and paste the body of the email into the submission form on the site.
g. Signature: [REDACTED] Agent

Move to Enforcing (first time submission only)

In portal, select app, do a bulk update once you have sent them to be enforced upon.
● Stage > Enforcing
● Follow up date: 2 weeks from now
● Submission: First or Second
● Click Apply Changes

Two Week Follow-up:

1. Go to Enforcement View.
2. Filter by last submission date and start with earliest.
3. Check to make sure links are still active.
4. If they are not active:
    a. Stage: Closed
    b. Closed Reason: Resolved
    c. Send the links to Zoe.
5. If they are active, go to Atlassian and repeat process.
6. If there is a secondary method, enforce that way.
7. Bulk update once you have enforced:
    a. Leave in Enforcing.
    b. Set a follow-up date of two weeks.
    c. Choose Second Submission.

Enforcement Resolution

1. Select the app or apps.
2. Categorize as:
    a. Stage > Closed
    b. Closed Reason > Resolved
    c. Category >Unauthorized use
    d. Next step > Monitor
    e. Comments> put a Follow Up Date (e.g., 4 weeks)
3. Four weeks later: check to see if it has become active:
    a. If it is and target etc., then run it back through the enforcement workflow
    b. If it's still resolved, put another 4 weeks on the follow up comments

Potential Infringing Trademarks/Logos/Words

If it looks like an [REDACTED] app, put it into Analyst Review. Check the package id too.

Words:

● [REDACTED]	

Icons:

[REDACTED]