

USE CASE

Using Babel Street to Prevent Intellectual Property Theft

A corporate employee stealthily downloads trade secrets for sale on the black market. An ad agency uses copyrighted music in commercials running on a video sharing site — without having received permission from the recording artist. A company manufactures and sells a product that infringes on another's patent.

In the United States alone, the theft of intellectual property (IP) — notably misappropriation of trade secrets and infringement on trademarks, copyrights, and patents — costs the economy between \$225 and \$600 billion annually.¹ Thefts by adversarial nations are a particular concern: the FBI calls China "the world's principal infringer of intellectual property."² Industries particularly vulnerable to IP theft include technology, pharmaceuticals, biotech, aerospace, defense, automotive, entertainment, and energy.

Spotting theft indicators

Combatting IP theft requires persistent monitoring of the publicly and commercially available information (PAI/CAI) found on all layers of the Internet — the surface, deep, and dark web. Persistent monitoring empowers organizations to spot signs of IP theft as they occur, and to connect the online personas used by IP thieves to their real-life identities.

Babel Street Insights is an AI-powered data analytics platform that provides cross-lingual, persistent search of thousands of global and regional sources of PAI/CAI. It helps organizations rapidly discover and decipher evidence of IP theft. Using our technology, organizations can:

- Monitor hard-to-reach dark web marketplaces and forums for signs of IP theft and sales.
 Mentions of proprietary technologies, use of the word "clone," and snippets of source code can all indicate IP theft.
- Track deceptive domains. The creation of a domain such as Bablstreet.com (note the missing "e" in "Babel") may telegraph an organization's plans to sell stolen or knock-off technology.

- Search social media for signs of insider threats.
 Posts indicating that an employee's spending far exceeds his salary may indicate an instance of IP theft.
- Research patent filings. These searches can help spot competitive products that infringe on existing patents.
- Combine and coalesce screen names and other identifying information to link online personas with real-world individuals.

How Babel Street can help

A video game creator prepares a new entry in a blockbuster series. The company plans plenty of surprises for its users: deeper storylines, expanded worlds, and the return of beloved characters not seen in the series' most recent offerings. The video game company expects anticipation to fuel early sales. Conversely, leaked information can blunt sales. How can you use Babel Street Insights to detect any leaked information?

Develop the search query

Structure a Babel Street Insights Document Search with terms and related keywords that target a specific video game. The name of the video game or its characters, plus terms like "leak" or "cheat code" are helpful for finding information about a game that has not been released. Multiple data sources expand the search and increase the results — sources such as social media, deep/dark web, or blogs can be specified.



Figure 1: A search for leaks, cheat codes, and character names for a popular video game.



Figure 2: Results showing a social media post and hashtags to investigate further

Review search results

When reviewing the results, investigators can flag key pieces of information or indicators of suspicious behavior. Query terms are conveniently highlighted for quick access and efficiency. Reports of interest can be bookmarked and saved to projects for future reference and sharing with colleagues. Leaked game information posted to social media, blogs, or dark web may contain author information and metadata that provides an investigator with new leads.

Identify IP thieves

Identification of entities guilty of IP theft is the main objective. Using author information and other key identifiers, an investigator can pivot to a People Search and run those identifiers against public profiles and watchlists. Results may include identifiable information such as phone numbers, addresses, and other key pieces of information that can attribute IP theft to an actual individual.

Endnotes

1. The National Bureau of Asian Research, Update to the IP Commission Report, accessed May 2025, https://www.nbr.org/wp-content/uploads/pdfs/publications/IP_Commission_Report_Update.pdf

2. Federal Bureau of Investigation, Executive Summary China: The Risk to Corporate America, accessed May 2025, https://www.fbi.gov/file-repository/china-exec-summary-risk-to-corporate-america-2019.pdf

Babel Street is the trusted technology partner for the world's most advanced identity intelligence and risk operations. The Babel Street Insights platform delivers advanced AI and data analytics solutions to close the Risk-Confidence Gap.

Babel Street provides unmatched, analysis-ready data regardless of language, proactive risk identification, 360-degree insights, high-speed automation, and seamless integration into existing systems. We empower government and commercial organizations to transform high-stakes identity and risk operations into a strategic advantage.

Learn more at **babelstreet.com**.

