



# Beta Presentation

## Smart Little Hunter of Fakes

### The Capstone Experience

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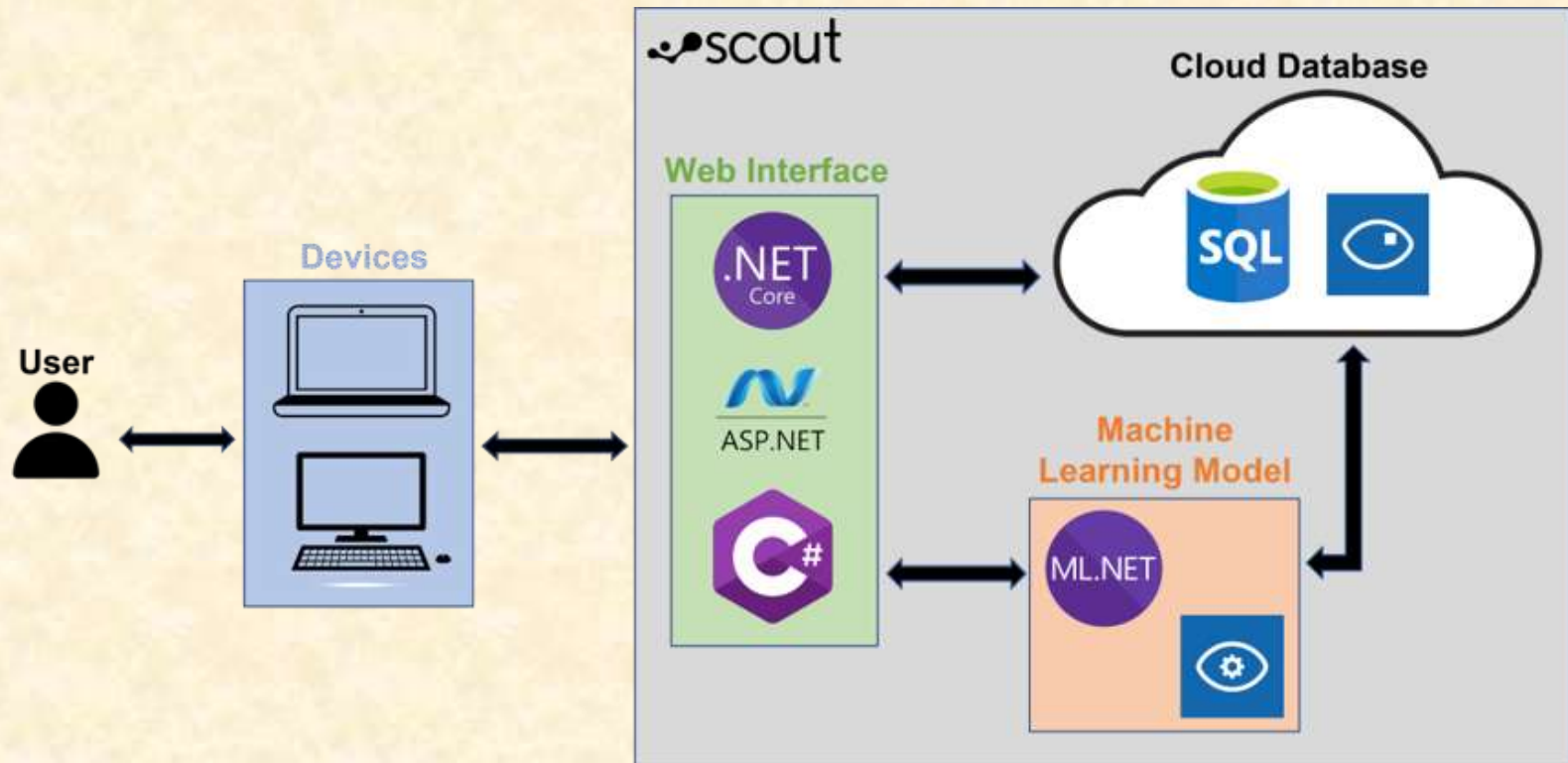
*From Students...  
...to Professionals*

# Project Overview

- The international trade in counterfeit and pirated products amounts to more than \$500 billion, which is 3.3% of world trade
- Our system provides an easy way of collecting and identifying fake product listings
- We use brand specific information to crawl the web for similar product listings
- Our users review data and provide a response of "Real", "Fake" or "Unknown"
- Our system provides a prediction based on user responses









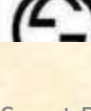
# System Architecture



# Copyrights Page

scout Copyrights Help Logout Logged in Bookmarks

Sort Search Menu

Mark Name/Description	Company	Registration Date	Registration Number	Image	Related Listings	Bookmark Copyright	Remove Copyright
FLAN SWEATER R&L	Ralph Lauren	12/27/1990 12:00:00 AM	932900231438		<a href="#">Related Listings</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
Pig Sweater/Slip Jacket Bear	Ralph Lauren	12/27/1990 12:00:00 AM	932900231438		<a href="#">Related Listings</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
Formal Bear	Ralph Lauren	12/27/1990 12:00:00 AM	932900231438		<a href="#">Related Listings</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
Gold Cross Medal M&M	Ralph Lauren	12/27/1990 12:00:00 AM	932900231438		<a href="#">Related Listings</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
Beating bear	Ralph Lauren	12/27/1990 12:00:00 AM	932900231438		<a href="#">Related Listings</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
Good brand	Good	1/10/2006 12:00:00 AM	3376128		<a href="#">Related Listings</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
Good brand	Good	1/10/2006 12:00:00 AM	3376128		<a href="#">Related Listings</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>



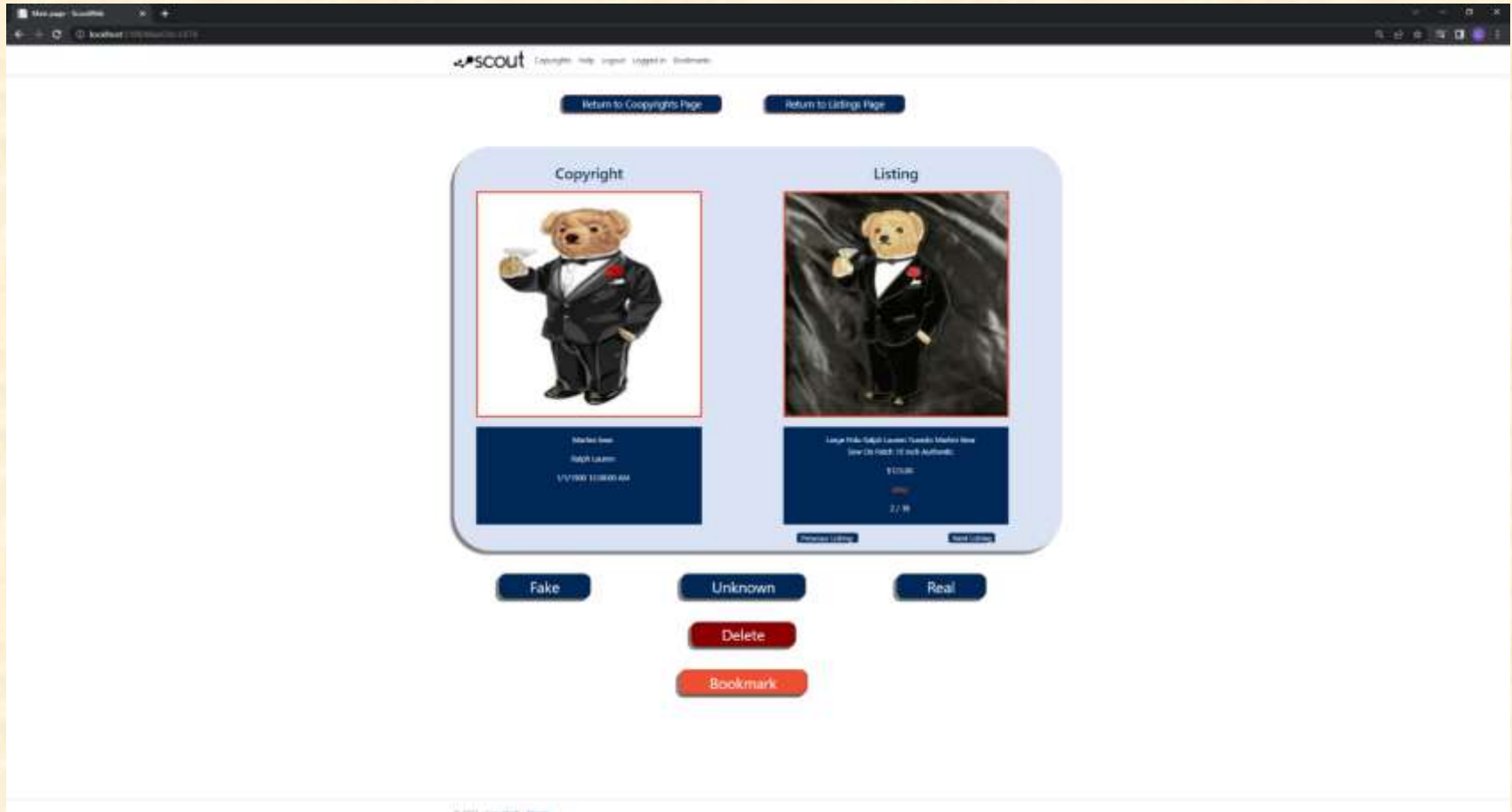
# Listings Page

The screenshot shows the Scout Listings Page. At the top, there's a navigation bar with "Return to Copyrights Page", "Listings", "Main", "Refresh", and "Predict" buttons. Below the navigation bar is a table of product listings. The table has columns: Item ID, Image, Title, Price, Retailer, User Response, System Prediction, Subject Response, Bookmark Product, and Delete Listing. The table contains six rows of listings, each with a product image, title, price, retailer, and various response/prediction data. The "Subject Response" column contains green "Respond" buttons, and the "Bookmark Product" column contains red "Bookmark" buttons. The "Delete Listing" column contains red "Delete" buttons.

Item ID	Image	Title	Price	Retailer	User Response	System Prediction	Subject Response	Bookmark Product	Delete Listing
1		Belly Boys Polo Bear Soft Cotton Polo Shortall	\$65.00	Amazon	No Response (0.00%)	Fake (18.23%)	<a href="#">Respond</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
2		Large Polo Ralph Lauren T-shirt Turtleneck Maroon Bear Size 06 Patch 18 inch Authentic	\$125.00	eBay	No Response (0.00%)	Fake (0.00%)	<a href="#">Respond</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
3		Men's Ralph Lauren Polo Bear T-Shirt Size XL White Turtleneck Maroon Bear BHWY Tng	\$15.00	eBay	No Response (0.00%)	Fake (0.00%)	<a href="#">Respond</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
4		Polo Bear By Ralph Lauren Sweater M	\$175.00	eBay	No Response (0.00%)	Fake (1.64%)	<a href="#">Respond</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
5		polo bear ralph lauren sweater holiday card sweater red Turtleneck	\$15.00	eBay	No Response (0.00%)	Fake (0.00%)	<a href="#">Respond</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
6		Polo Ralph Lauren Maroon Bear Beanie Hat RARE MWT 06	\$235.00	eBay	No Response (0.00%)	Fake (0.00%)	<a href="#">Respond</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>
7		POLO RALPH	\$282.00	eBay	No Response (0.00%)	Fake (0.00%)	<a href="#">Respond</a>	<a href="#">Bookmark</a>	<a href="#">Delete</a>



# Comparison Page





# Bookmark Page

scout Copyrights Help Logout Logged Out Bookmarks

[Return to Copyrights Page](#)

## Bookmarks







Mark Name/Description	Category	Registration Date	Registration Number	Image	Delete Bookmark	Related Listings
Marvin bear	Bear's Lauren	1/1/1800 12:00:00 AM	VA 2 187 521		<a href="#">Delete</a>	<a href="#">Related Listings</a>
Gucci brand	Gucci	1/25/2006 12:00:00 AM	3376129		<a href="#">Delete</a>	<a href="#">Related Listings</a>
Timberland brand	Timberland	1/1/1800 12:00:00 AM	4875870		<a href="#">Delete</a>	<a href="#">Related Listings</a>

Image	Title	Price	Retailer	User Response	System Prediction	Submit Response	Delete Bookmark	Return to Listings Page
	\$395 NEW POLO RALPH LAUREN Cream POLO YEDDY BEAR Kilt Sweater Jumper Pullover M	\$295.00	ebay	Real (75.00%)	Fake (25.00%)	<a href="#">Response</a>	<a href="#">Delete</a>	<a href="#">Related Listings</a>
	Polo Ralph Lauren Marv's Martini BEAR White Towels Curious Blue Polo T-shirt Size S	\$125.00	ebay	No Response (0.00%)	Fake (0.00%)	<a href="#">Response</a>	<a href="#">Delete</a>	<a href="#">Related Listings</a>
	Large Polo Ralph Lauren Towels Marvin's Bear Tee On Patch 18 inch Authentic	\$125.00	ebay	No Response (0.00%)	Fake (0.00%)	<a href="#">Response</a>	<a href="#">Delete</a>	<a href="#">Related Listings</a>



# What's left to do?

- Features
- Stretch Goals
  - Filters to enable associated company view
  - Company Page in addition to Copyrights Page
  - Share functionality expanded upon
  - Training feature for machine learning model
- Other Tasks
  - UI overhaul
  - Second machine learning model for prediction
  - Track user interactions to give each user a personalized experience





# Questions?

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