Application: 4756

Innovative AI-Driven Solution Revolutionizes E-commerce Security and Brand Protection

---

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Vineeta Dsouza

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Innovative AI-Driven Solution Revolutionizes E-commerce Security and Brand Protection

Category

Q06h. New Service of the Year- Information Technology - Software

New Service Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

Amazon, founded by Jeff Bezos, has transformed from an online bookstore into a global technology powerhouse. Its expansion into e-commerce, cloud computing, artificial intelligence, and digital streaming exemplifies its commitment to innovation.

Achieving trillion-dollar valuation, Amazon is one of the world's most valuable brands. Amazon Web Services (AWS) dominates cloud computing, serving millions globally. The company's e-commerce platform reaches billions of customers worldwide.

Amazon's history is marked by industry disruption through technological innovation and customer-centric strategies. Its long-term growth focus has driven significant R&D investments, yielding groundbreaking products and services. Vineeta Dsouza, a Software Development Manager at Amazon, embodies this innovative spirit. Her leadership in the ASIN and infringement discovery project showcases Amazon's commitment to brand and consumer protection. This initiative employs semantic search and multimodal models to combat counterfeit products and IP infringement.

The impact of this is substantial: protecting over 300,000 brands, reducing infringement notices by 30%, and eliminating 100 hours weekly of manual effort. This project underscores Amazon's dedication to leveraging cutting-edge technologies for e-commerce security and brand protection.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

Project Leadership and Innovation
Vineeta Dsouza, as Software Development Manager at Amazon, led the groundbreaking "ASIN and infringement discovery" project from 01/2024 to 06/2024. This initiative revolutionized e-commerce security and brand protection, developing a discovery service to scan Amazon's billion-scale catalog for counterfeit products and intellectual property infringements.

Technical Approach and Implementation
The team employed innovative semantic search with embeddings, using a proprietary multimodal model similar to CLIP, trained on Amazon's multilingual image-text datasets. The project's impact was significant, protecting over 300,000 brands from infringement, decreasing valid infringement notices by more than 30%, eliminating approximately 100 hours per week of manual effort, and generating monthly cost savings exceeding $XX.

Strategic Responsibilities and Technology Utilization
Vineeta's role encompassed developing and presenting the product vision to L7+ leadership, securing project funding, overseeing system architecture and design reviews, and managing senior software engineers and product managers. The project utilized cutting-edge technologies including Amazon OpenSearch for indexing billions of product embeddings, k-nn (vector) search for high-speed, high-relevancy product similarity detection, and an automated takedown service for proactive removal of infringing products.

Industry Recognition and Impact
While not specifically awarded, the project's significance has been acknowledged in industry publications and Amazon's Brand Protection report. Vineeta's leadership demonstrates her capacity to drive innovation and deliver impactful solutions in software development, solidifying her contribution to advancements in e-commerce security and brand protection technologies.

c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

Unique Innovation in E-commerce Security
Vineeta Dsouza's achievements in leading the ASIN and infringement discovery project at Amazon from 01/2024 to 08/2024 stand out for their innovative approach to a complex problem. Her team developed a solution to efficiently scan a billion-scale catalog, setting a new standard in e-commerce security.

Significant Impact on Brand Protection
The project's outcomes are remarkable, demonstrating quantifiable improvements in brand protection and operational efficiency. By proactively protecting over 300,000 brands and reducing valid infringement notices by more than 30%, Vineeta's work has significantly enhanced Amazon's brand protection capabilities.

Key Achievements:
Technological Innovation: Implemented semantic search using embeddings and a proprietary multimodal model.
Scalability: Applied advanced technologies to a massive catalog of over a billion products.

Efficiency Gains: Eliminated approximately 100 hours per week of manual effort.

Cost Savings: Generated monthly savings exceeding $XX.

Automated Protection: Developed an automated takedown service, reducing human intervention.

Conclusion: Setting a New Industry Standard
Vineeta's achievements are particularly significant when compared to industry norms. While many executives focus on incremental improvements, her project represents a leap forward in applying AI and machine learning to e-commerce challenges. Her ability to secure funding, lead a cross-functional team, and deliver a solution with measurable impact sets her apart. This project not only benefits Amazon but also raises the bar for brand protection across the e-commerce industry, potentially influencing how other companies approach similar challenges in the future.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Vineeta Dsouza, a Software Development Manager at Amazon, has made significant contributions to intellectual property protection through the development of an innovative service for identifying and removing counterfeit products from Amazon's catalog. The ASIN and infringement discovery service employs semantic search techniques and Amazon's proprietary multimodal model, similar to the public CLIP model, to automatically scan and remove unauthorized listings.

The service aligns with Amazon's goals of protecting brand integrity and maintaining customer trust, as evidenced by Amazon's Brand Protection Report and articles on Amazon Brand Registry from sources like Jungle Scout and Ecom Engine. These sources highlight Amazon's commitment to innovation in brand protection and the effectiveness of automated solutions.

Vineeta's service utilizes embedding-based search and Amazon Opensearch for real-time detection and removal of counterfeit items. It has achieved impressive results, including a 30% reduction in valid infringement notices, saving over 100 hours of manual effort per week, and proactively protecting more than 300K brands from infringement. Supporting materials, such as the Amazon Opensearch Blog, provide technical context for the project's approach. The blog post explains the underlying technology used in Vineeta's project, showcasing how her team's approach aligns with industry best practices in brand protection.

Vineeta's work demonstrates superior alignment with Amazon's goals and showcases the remarkable impact of her service. Her innovative approach and substantial results make a compelling case for her nomination for the New Service of the Year - Software award, reflecting her exceptional contributions to enhancing intellectual property protection within Amazon.

Webpage Link

https://aws.amazon.com/blogs/big-data/amazon-opensearch-services-vector-database-capabilities-explained/ (https://aws.amazon.com/blogs/big-data/amazon-opensearch-services-vector-database-capabilities-explained/)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://www.junglescout.com/blog/amazon-brand-registry/ (https://www.junglescout.com/blog/amazon-brand-registry/)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

https://brandservices.amazon.com (https://brandservices.amazon.com)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

https://www.ecomengine.com/amazon-brand-registry (https://www.ecomengine.com/amazon-brand-registry)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

https://www.helium10.com/blog/amazon-brand-registry/ (https://www.helium10.com/blog/amazon-brand-registry/)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

https://www.threecolts.com/blog-articles/a-comprehensive-guide-to-amazon-brand-registry (https://www.threecolts.com/blog-articles/a-comprehensive-guide-to-amazon-brand-registry)

Would you like to add an additional webpage link?

Yes

Web Page Link 7

https://www.amplisell.com/blog-post/why-brand-registry-is-required-to-sell-on-amazon-a-comprehensive-guide (https://www.amplisell.com/blog-post/why-brand-registry-is-required-to-sell-on-amazon-a-comprehensive-guide)

Would you like to add an additional webpage link?

Yes

Web Page Link 8

https://techandmedialaw.com/amazon-trademark-lawyers-guide-to-brand-registry/ (https://techandmedialaw.com/amazon-trademark-lawyers-guide-to-brand-registry/)

Would you like to add an additional webpage link?

Supporting Document

No File Uploaded

Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (https://www.asia.stevieawards.com/rules-and-terms-conditions-competition).

Terms and Conditions

I Agree