

PUBLIC SAMPLE / FICTIONAL ENGAGEMENT

Brand protection monthly report

Prepared for Northline Studio

A fictional organization used solely to demonstrate reporting. No client information, live indicators or actual evidence is included.

Report reference	Reporting cutoff	Intended reader
BRP-001	07 Oct 2026 / 23:59 UTC	Brand owner, customer support and legal liaison

EXECUTIVE ASSESSMENT

Eight fictional candidate findings were reviewed: four suspected impersonations, one possible trademark concern and three benign references. Three impersonation reports were authorized and submitted; two were removed and one remained pending. One additional impersonation awaits client authorization. No revenue saved or customer-loss estimate is claimed.

DECISION REQUESTED

Approve or decline the outstanding impersonation report and have counsel assess the separate trademark question. Continue monitoring the pending item and any reappearance.

Inside this report

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Illustrative format only. Final scope, response cadence, authorized recipients and local requirements are agreed for each engagement. No service outcome or legal determination is promised.

02 / HALDEN INTELLIGENCE

Scope, coverage & method

AGREED QUESTION AND COVERAGE

Review public references to one fictional brand on three agreed social platforms during 1-7 October. Validate candidates against a client-approved official account list. Record action only after client authorization.

OUTSIDE THIS ASSESSMENT

Private groups, private messages, customer identities, negative but lawful commentary, criticism suppression and any promise of removal. A visual similarity is not by itself proof of infringement.

Asset / record	Accountable owner	Coverage
AS-01 / Brand name	Brand lead	Northline Studio; fictional brand reference
AS-02 / Official accounts	Channel owner	Three approved handles in baseline list
AS-03 / Watch list	Case owner	Five actionable or review-needed items

REPORTING METHOD

Define authority and scope; register supplied material; separate direct observations from statements; assess alternative explanations; review findings against source limitations; assign actions with acceptance evidence.

CONFIDENCE IS NOT SEVERITY

High: the cited material directly supports this narrow observation. Moderate: the observation has support but an important gap remains. Low: it is a lead or statement requiring corroboration. Confidence never establishes identity, intent or legal liability.

PRIORITY AND TIME

High: address promptly because of potential material harm or dependency. Medium: assign a near-term owner. Low: review in the agreed cycle. These are qualitative priorities, not CVSS ratings. All times are UTC; event times and receipt times are distinct.

03 / HALDEN INTELLIGENCE

Findings & interpretation

F-01 / HIGH PRIORITY / HIGH CONFIDENCE

Support impersonation directs visitors to a payment link

Observation. Fictional candidate BP-01 repeats the brand name and logo, describes itself as official support and links to pay-northline.example. It is absent from the approved account list.

Why it matters. Customers could confuse the page with official support and disclose information or make payments.

Alternative / uncertainty. An undisclosed authorized affiliate is possible until the owner confirms otherwise. In this example the owner denies authorization.

Recommended action. Preserve the public reference, seek client authorization and submit the appropriate official impersonation report.

Evidence: E-01, E-02

F-02 / MEDIUM PRIORITY / HIGH CONFIDENCE

One authorized report remains pending

Observation. The sample case ledger contains a platform receipt for BP-03 and no decision by the cutoff. Two other submissions have removal notices.

Why it matters. The candidate may remain reachable while the provider considers the report.

Alternative / uncertainty. Processing delays do not establish acceptance, rejection or provider negligence.

Recommended action. Check status at the agreed cadence and record any further evidence request without opening duplicate cases.

Evidence: E-03

F-03 / LOW PRIORITY / MODERATE CONFIDENCE

A similar name requires a separate rights assessment

Observation. BP-05 uses a similar trading name but does not claim to be the client or reuse its support text.

Why it matters. It could cause confusion, but the reviewed material does not establish a reportable violation.

Alternative / uncertainty. The account may be a legitimate unrelated business.

Recommended action. Refer the rights question to the client's counsel. Do not classify it as impersonation or submit a misleading report.

Evidence: E-01, E-02

04 / HALDEN INTELLIGENCE

Evidence & chronology

Evidence register

ID / source	Receipt time (UTC)	Known limitation
E-01 / Fictional candidate capture register	2026-10-04 09:00 UTC	Public pages only; volatile content
E-02 / Fictional approved-account and authority list	2026-10-04 11:00 UTC	Client-maintained baseline
E-03 / Fictional reporting and decision ledger	2026-10-07 16:00 UTC	Illustrative receipts and outcomes only

Event chronology

Event time (UTC)	Recorded event	Source
04 Oct / 09:00	Eight candidates captured for review	E-01
04 Oct / 11:00	Four impersonations separated from other references	E-02
07 Oct / 16:00	Two removals, one pending and one unsubmitted	E-03

HANDLING AND PROVENANCE

The entries above are invented descriptions, not evidence attachments. In a real engagement, assign a unique evidence ID; record collector, authority, source, collection and receipt times, method and limitations; retain the original in approved storage; and log access, transformations and transfers. Calculate digests on actual files where appropriate. Never invent a digest or custody event.

SOURCE BOUNDARIES

A screenshot can support what was visible in that copy. It does not, on its own, prove origin, completeness, authorship or the full history of an event. Preserve contradictions and distinguish client-reported events from independently verified observations.

05 / HALDEN INTELLIGENCE

Action plan & service register

When	Owner	Completion evidence	State
Within 1 business day	Brand owner	Decide authorization for BP-04	Awaiting client
Next staffed review	Case owner	Update pending BP-03 status and reappearance checks	Open
Within 7 days	Client counsel	Assess BP-05 rights question	Referred
Next reporting cycle	Support lead	Refresh official account directory for customers	Planned

Reconciled finding funnel

Measure	Count	Meaning
Candidates reviewed	8	4 impersonation + 1 rights review + 3 benign
Actionable impersonation	4	3 authorized + 1 awaiting authorization
Reports submitted	3	2 removed + 1 pending + 0 rejected
Removed / submitted	2 / 3	Observed outcome; not a promised success rate
Recurrence at cutoff	0 observed	Within this small scoped watch list only

New candidates and reopened items must retain separate identifiers to avoid double counting. No inferred reach or prevented-loss metric is used.

CLOSING AN ACTION

Record the actual completion time, responsible person and evidence reference. A request, recommendation or platform submission is not completion. Keep unresolved dependencies visible and agree the next review date with the client.

Limitations & handover

LIMITS ON RELIANCE

Coverage is limited to the agreed platforms, search terms and observation times. Removed material can reappear. The provider retains decision authority.

DISTRIBUTION AND RETENTION

This fictional sample is public. A live report requires an approved recipient list, secure delivery method, retention schedule and disposal owner agreed with the client and, where relevant, counsel. Do not place real evidence or personal data in public website assets.

Release checklist for a live engagement

Required check	Record to complete before issue
Authority and scope	Approved instruction reference and authorized assets
Analyst and peer review	Named preparer, reviewer, review date and corrections
Client decisions	Decision owner, accepted actions and unresolved objections
Delivery and acceptance	Approved recipients, transfer receipt and acceptance date
Follow-up and retention	Next review, retention basis and disposal responsibility

These fields are deliberately unsigned. No real review, instruction, client approval or evidence transfer is represented by this sample.

Method references

Background guidance only; these publications do not validate fictional findings or certify this report. Apply current platform procedures and engagement-specific legal advice separately.

NIST SP 800-61 Rev. 3 — Incident Response Recommendations and Considerations for Cybersecurity Risk Management (2025)
<https://csrc.nist.gov/pubs/sp/800/61/r3/final>