Dupe report for Halden Outdoor

61 dupes of your bestsellers. Every one documented.

Halden Outdoor: DTC insulated bottles and trail packs on Shopify · haldenoutdoor.com

● Today

$18k to $31k

in sales at risk **every month** (estimate), from **61 listings and accounts** on **7 platforms**. Method on p. 2.



High 40 Medium 18 Low 3 1 square = 1 listing

✓ After the clean-up

58 listings

in **7 cases** we can report **within 14 days** of your go-ahead. Each one gets an after screenshot, checked again 72 hours later.



To clean 58 Platforms make the final call

Prepared for
Priya Raman
Co-founder & COO

Prepared by
Alex Moreno
KillDupe analyst

Date
Sep 29, 2026
after our call

Report ID
DC-2026-0929-HAL

Scan window
Sep 1 to Sep 28, 2026
public sources only

Cases
8 cases · 4 high severity

One page, outcome first

The short version

From Sep 1 to Sep 28, 2026 we found 61 listings and accounts using Halden Outdoor's name, photos or products on 7 platforms. We grouped them into 8 cases. 38 marketplace listings are selling your Summit 32 bottle using your own product photos. 4 of the 8 cases are high severity. Give us your go-ahead in writing and we report all 7 actionable cases within 14 days.

61 Dupe listings & accounts	**7** Platforms
6 Lookalike domains	**4** Ads using your name

Cases by severity **4** high **3** medium **1** low

SALES AT RISK (ESTIMATE)

$18,000 to **$31,000** US$ / month

Listing sold-counts × listing price × 35% substitution rate, 30-day window.

Confidence: medium · public data only

The per-case numbers on p. 3 add up to $25,200 a month, inside this range. Your sales and support data would tighten it.

What to do first

most urgent first

Within 72 hours

Report the 4 high-severity cases first

DC-1042, DC-1043, DC-1047, DC-1063 on Amazon, Temu, Shopify store. Together, about $19,500 a month of the estimate.

Within 14 days

Send your trademark numbers

With your USPTO numbers for HALDEN and SUMMIT, we report through each marketplace's brand-owner portal. Repeat listings then come down in bulk.

Ongoing

Send your authorized reseller list

Your eBay closeout seller is already marked as authorized. Any other reseller, we can't yet tell apart from a copycat.

> DECIDED ON THE CALL
>
> **DC-1060** (grey-market resale, eBay): you confirmed the seller is authorized. We only watch it.

In this report

7 pages

Dupes we found p. 3
What the dupes cost you p. 5
Your go-ahead p. 7
Proof screenshots p. 4
The clean-up plan p. 6

Every case, one table

Dupes we found

Every copy of Halden Outdoor's products, pages and name from our scan, by case ID. One case groups listings that share a seller or a photo set. Links are defanged, so you can forward this safely.

8 cases **4** high **3** medium **1** low **7** actionable **$25,200** / mo estimated

Case	Platform	Type	Link (defanged)	First seen	Sev.	How we'd report it	Est. / mo
DC-1042	Amazon	Knockoff listing	amazon[.]com/dp/B0D8…X2	Sep 4	High	Marketplace brand portal	$6,400
DC-1043	Temu	Photo theft	temu[.]com/summit-32-…	Sep 6	High	DMCA §512(c) notice	$4,100
DC-1047	Shopify store	Lookalike store	hxxps://halden-outdoor-sale[.]shop	Sep 12	High	Domain, CDN and host reports	$5,200
DC-1051	Meta Ads	Stolen UGC ad	Ad library ID 88…417	Sep 15	Medium	Ad-platform report	$2,300
DC-1055	TikTok Shop	Trademark misuse	shop: haldenofficial_us	Sep 21	Medium	Marketplace brand portal	$1,900
DC-1058	AliExpress	Knockoff listing	aliexpress[.]com/item/100500…	Sep 24	Medium	Marketplace brand portal	$1,500
DC-1060	eBay	Grey-market resale	ebay[.]com/itm/3862…	Sep 25	Low	Watch only (authorized)	$0
DC-1063	Amazon	Knockoff listing	amazon[.]com/dp/B0DJ…7Q	Sep 28	High	Marketplace brand portal	$3,800
Total, 8 cases							**$25,200**

High

Selling, taking payments or grabbing logins today, or sending your buyers somewhere else.

Medium

Uses your name or photos with indirect harm: confused buyers, split reviews, muddied search.

Low

Dormant, informational or a quick fix. Logged and watched.

Est. / mo uses the method on p. 2, per case. Grey rows are cases you chose on the call not to act on. First-seen dates are UTC. Routes are explained on p. 6.

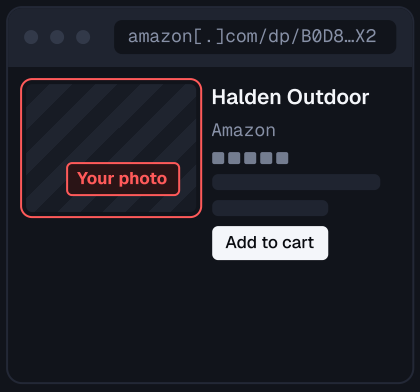
See it for yourself

Proof screenshots, before and after

Your three highest-severity cases. Every case gets two screenshots, a SHA-256 fingerprint and a named analyst's sign-off.

Proof A · DC-1042 · Amazon · Knockoff listing

High



Before, live Sep 4: Uses 6 of your studio photos; priced 58% below MSRP; 1,200+ ratings.

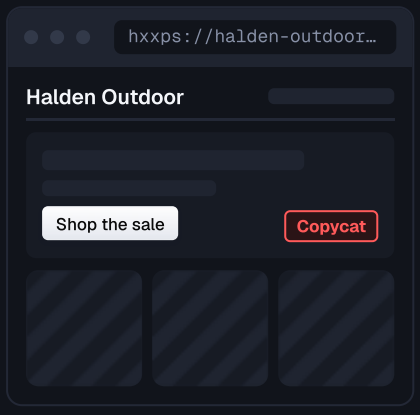
Link	amazon[.]com/dp/B0D8…X2
Screenshot	2026-09-04 15:30:44 UTC · us-east
Second shot	2026-09-04 16:17:44 UTC · eu-central
SHA-256	7273800da3f9d0083727c07e6f737b54a3f945b737f6c07e70737ce7a3f97ec7
How	Headless Chromium · full-page PNG + HTML · logged out
Checked by	AM · 2026-09-04 20:26:44 UTC

✓ **After:** added once it's gone. Same link, shot again 72 hours later.

Trail: screenshot **15:30** → fingerprinted **15:30** → second region **16:17** → analyst checked **20:26** → locked **20:28** Write-once storage

Proof B · DC-1047 · Shopify store · Lookalike store

High



Before, live Sep 12: Full catalog clone, your About page copied verbatim, checkout via unknown processor.

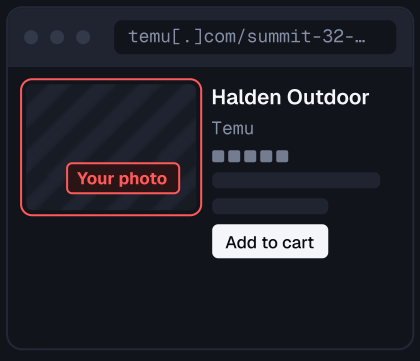
Link	hxxps://halden-outdoor-sale[.]shop
Screenshot	2026-09-12 17:42:32 UTC · us-east
Second shot	2026-09-12 18:29:32 UTC · eu-central
SHA-256	8b5acec2a3f92ceca5b8c07e8a5acd2fa3f9f2dca5a8c07e895acb9ca3f9c9bc
How	Headless Chromium · full-page PNG + HTML · logged out
Checked by	AM · 2026-09-12 22:38:32 UTC

✓ **After:** added once it's gone. Same link, shot again 72 hours later.

Trail: screenshot **17:42** → fingerprinted **17:42** → second region **18:29** → analyst checked **22:38** → locked **22:40** Write-once storage

Proof C · DC-1043 · Temu · Photo theft

High



Before, live Sep 6: Hero image is your August campaign shot with logo cropped.

Link	temu[.]com/summit-32-…
Screenshot	2026-09-06 15:46:48 UTC · us-east
Second shot	2026-09-06 16:33:48 UTC · eu-central
SHA-256	43ec7106a3f96017ce34c07e42ec6f73a3f937f6ce24c07e41ec6de0a3f90ed6
How	Headless Chromium · full-page PNG + HTML · logged out
Checked by	AM · 2026-09-06 20:42:48 UTC

✓ **After:** added once it's gone. Same link, shot again 72 hours later.

Trail: screenshot **15:46** → fingerprinted **15:46** → second region **16:33** → analyst checked **20:42** → locked **20:44** Write-once storage

Anyone can check a copy against its SHA-256 hash. Screenshots here are illustrative mock-ups.

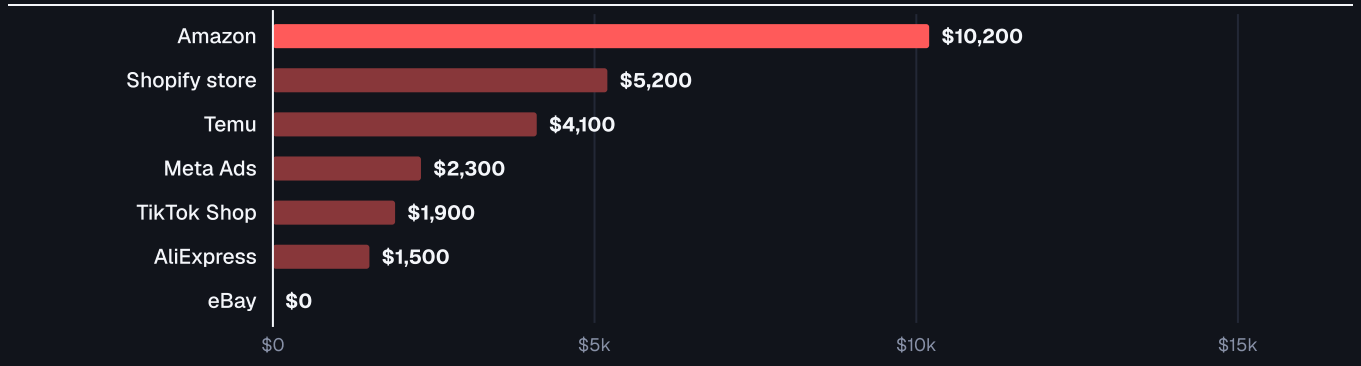
The money, measured

What the dupes cost you

Where the $25,200 a month comes from, and what we can't see without your data. Every number carries its own confidence.

Estimated monthly cost by platform

US$ / month



Per-case estimates from p. 3, added up by platform. Bars start at zero, drawn to scale. Cases you chose not to act on count as zero.

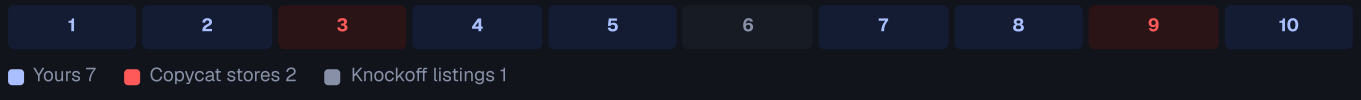
How we measure the cost

confidence per measure

Measure	How we measure it	What we see now	Confidence
Sales diverted	Units sold × price × substitution rate, per listing	$25,200 / mo	Medium
Confused customers	Reviews and posts that mention dupes; results for your name you don't control	3 of 10 first-page results aren't yours	Medium
Support tickets	Tickets tagged wrong item, never arrived, or 'that wasn't you'	Needs your helpdesk export	Your data
Chargebacks	Disputes marked 'not as described' or fraud, tied to copycat orders	Needs your payment processor data	Your data
Your share of brand search	First-page results for "halden outdoor" you control	7 of 10 (70%)	High

First page of results for "halden outdoor"

checked Sep 28, 2026 · 2 regions



Yours 7 Copycat stores 2 Knockoff listings 1

What we do, what it costs

The clean-up plan

We start reporting the day you sign the go-ahead on p. 7. Each platform makes the final call. We log every reply.

- **Go-ahead signed** — Day 0
- **Wave 1 reported** — within 72 hours
- **Wave 2 reported** — by day 14
- **Checked again, then watched** — day 15 on, weekly

Wave 1 · first 72 hours

4 high-severity cases

Live sales, payments or login grabs. Every route at once.

DC-1042 DC-1043 DC-1047 DC-1063

Wave 2 · days 4 to 14

3 medium and low cases

Name misuse and quick fixes.

DC-1051 DC-1055 DC-1058

Watching · day 15 on

Weekly re-scans

We check every removal again 72 hours later, from 2 regions. If it comes back, we re-file at no extra fee.

DC-1060

How we report each type

each platform sets its own reply time

Route	Used for	Filed with	Typical first reply	Your cases
Marketplace brand portal	Knockoff listings, misuse of your mark, unauthorized sellers	The marketplace's brand-owner portal, in your name	2 to 5 business days	DC-1042 DC-1055 DC-1058 DC-1063
DMCA §512(c) notice	Copied photos, art, video, code, manuals	The host's designated agent, signed as your agent	1 to 7 business days	DC-1043
Domain, CDN and host reports	Copycat stores, clone and phishing sites	Registrar, CDN and origin host at once, plus Safe Browsing	Hours to 3 days	DC-1047
Ad-platform report	Ads using your name, mark or content	The ad platform's trademark and deceptive-ads forms	1 to 3 business days	DC-1051

Start here

30-day clean-up

$1,500 first 30 days

- Full sweep across marketplaces, social, ads, domains and app stores
- Human verification with dated, hashed evidence
- Up to 40 takedowns filed
- Client dashboard + weekly digest
- Named operator and a shared channel

After the 30 days

KillDupe Monthly

$750 / mo base

+ $35 per cleaned removal, capped at $2,500 a month.

Base covers monitoring, triage and filing. Removal fees apply only after our re-check confirms the target is gone.

Example: 24 cleaned removals in a month = $750 + 24 × $35 = $1,590

✓ If the clean-up gets fewer than 10 cleaned dupes, month two's base fee is waived.

Prices in US$. A removal counts only after our 72-hour re-check shows the link is gone. KillDupe reports as your authorized agent. We are not a law firm.

What happens next

Your go-ahead

Four things from you, and wave 1 goes out. Sign by Sep 30 and wave 1 is reported by Oct 3.

What we need from you

about 30 minutes, total

- ☐ **Signed agent authorization**
  One page, below. It lets us report in Halden Outdoor's name as your authorized agent.
  Sent for e-signature today
- ☐ **Trademark numbers**
  USPTO registration numbers for HALDEN and SUMMIT, and confirmation you own the product photos.
  Numbers or certificates, any format
- ☐ **Authorized list**
  Your authorized resellers and closeout partners, with their marketplace seller IDs.
  Spreadsheet or links
- ☐ **Approval rules**
  How much you approve by hand. Change it any time.
  Pick one below

- (•) Ask me before every report · default
- ( ) Auto-approve exact matches (your photos, your mark, clone sites). Ask me about the rest.
- ( ) Auto-approve all high-severity cases. Send me a daily summary.

Agent authorization

Sample · needs legal review · not binding

Halden Outdoor (the "Rights Owner") authorizes KillDupe (the "Agent") to identify and report infringements of the trademarks and copyrights listed in Schedule A, and to submit notices, including notices under 17 U.S.C. §512(c), in the Rights Owner's name. The Agent files only cases approved under the rules in Schedule B. The Rights Owner may revoke this authorization in writing at any time. The Agent is not a law firm and does not give legal advice.

For the Rights Owner		For KillDupe, authorized agent	
Name	Priya Raman	Name	Alex Moreno
Title	Co-founder & COO, Halden Outdoor	Title	Clean-up lead
Signature		Signature	
Date		Date	

Nothing gets reported without your OK

Every notice names Halden Outdoor as the rights owner and KillDupe as your authorized agent. You can pause or pull back a pending notice at any time. If a seller files a counter-notice, you and your lawyer decide what happens next, and the same goes for any step beyond a takedown. This report is not legal advice.

Questions? Reply to Alex's email. Report DC-2026-0929-HAL · prepared Sep 29, 2026 for Priya Raman · fictional sample data.