Online Fake Logo Detection System

Anushka Patil[1], Lawanya Yellewar[2], Prachi Mathulkar[3], Sanika Adgulwar[4]
[1,2,3,4] *Students of B.Tech, Computer Science, Rajiv Gandhi College ofEngineering Research and Technology, Chandrapur, India*

Abstract -Effective techniques to identify and stop the usage of phony logos online are required due to the rise in online fraud and the use of these logos to trick customers. In this research, we will provide a machine learning approach for identifying phony logos. In order to differentiate between authentic and fraudulent logos, our method entails obtaining characteristics from the logos and training a classifier. We will assess our method's performance on a dataset of authentic and fraudulent logos and show that it is capable of accurately identifyingfalse logos. Cybercriminals clone hundreds of domain names, websites, and logos every day in an attempt to win your trust so they can steal your data. It is becoming a big issue in the online world and needs to be addressed.

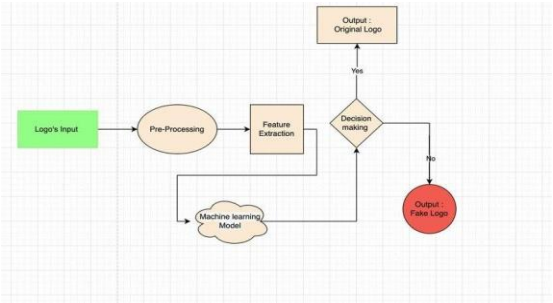
Keywords - Counterfeiting prevention, Fake Logo Detection, Brand protection, Deep Learning, Intellectual property protection, E-commerce security.

I.INTRODUCTION

The world has seen tremendous advances in computing power in recent years. People in a variety of industries, including banking, academia, the military, and business,rely heavily on IT power, which uses a lot of energy. The information and communication technology (ICT) industry has seen an exponential increase in energy use.To determine if a logo is genuine, we need a substantiallibrary of old images to confirm and differentiate between real and phony logos. But this takes up a lot ofspace in data centers, and it takes a lot of energy to maintain them. Each image must be entered into a database in order to identify if a logo is authentic or fake, requiring multiple servers and data centers. Data centerscan reduce their environmental effect and save money by increasing their energy efficiency. This technology is designed to identify instances in which a customer's logois used without authorization on social media or other websites so that the customer can take the necessary action. The spread of digital information has resulted inan increase in fake logos, which is dangerous for both consumers and corporations. We provide a cutting-edgeonline false logo identification solution to address this problem. This technology analyzes logos, compares them to a large database of genuine counterparts, and correctly detects fake imitations using sophisticated machine learning techniques. Dependent Similarity Algorithm in Context. We hope to prevent consumers from buying fake goods and protect businesses from illegal usage by giving users the ability to confirm the legitimacy of logos.

II.PROPOSED SYSTEM

With an emphasis on high accuracy and real-time performance, the suggested online false logo detection system is made to identify bogus logos in digital information and photos. To manage various surroundings and differing image quality, the system makes use of deep learning, image processing, and domain adaption approaches.



- Logo Input: Logos are submitted for review to this system's input module. These logos may be seen in a variety of additional locations, such as websites, social media platforms, and e-commerce companies.

- Preprocessing: In this module, the logos have been cleaned up and prepared for analysis. Enhance the logo'squality for analysis by reducing its size to a standard size, removing background noise or clutter, or performing other preprocessing steps.

- Feature Extraction: In this module, the system extractsthe relevant elements of the logo for further analysis. These elements may consist of the logo's color, form, typography, and other components.
- Machine Learning Model: A machine learning model,the system's main component, examines the

logo's attributes and contrasts them with a database of acknowledged, genuine logos. The algorithm has been taught to identify patterns in the elements of the logo thatsupport its authenticity.

• Decision Making: The system determines whether thelogo is authentic based on the machine learning model's output. Fake logos are either removed from the system or marked for additional review.

• Output: The system's ultimate output comprises aconclusion on the logo's authenticity as well as any relevant information or recommendations for further action. The user may see this output, or it could be incorporated into other systems or processes.

III.OBJECTIVE

1. To develop a strong model that can accurately and reliably identify real and false logos in pictures.
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3. To create a system that works effectively across a range of platforms (such as social media, e-commerce websites, and user-uploaded material) and image characteristics (such as complex backdrops and varied resolutions).
4. To identify minute variations between authentic and counterfeit trademarks by extracting and analyzing essential logo elements (such as color, texture, and forms).
5. To put in place a real-time detection system that maintains detection accuracy even when used on edge devices, mobile applications, or web platforms.

IV.METHODOLOGY

Data collection, preprocessing, model creation, evaluation, and deployment are all integrated into an organized strategy in the process of creating an online fake logo identification system.

Dataset Creation

1. Samples of Real Logos: Gather real logos from legitimate brand sources, such as design repositories andbrand websites.
2. Samples of Counterfeit Logos: Compile phony logos using user-generated content, online counterfeit marketplaces, or synthetic creation using GenerativeAdversarial Networks (GANs).

Model Development

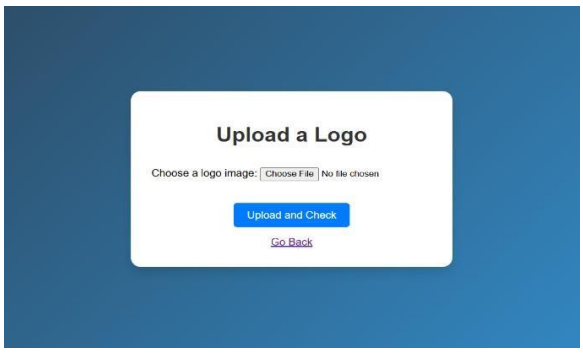
1. Model of Classification: Learn to differentiate between "authentic" and "fake" logos using a CNN-based binary classification model.

2. Domain Modification: Use a Domain-Adversarial Neural Network (DANN) to improve performance in many contexts (e.g., user-uploaded material, e-commerce photographs).

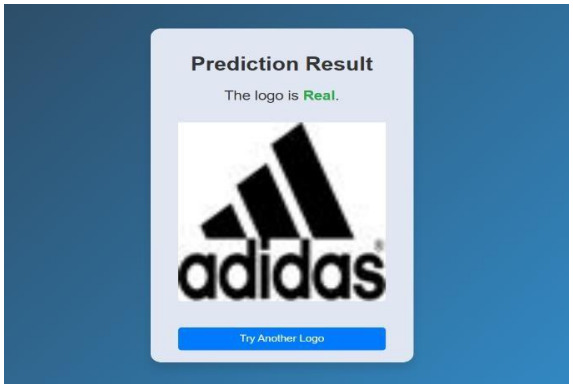
Model Evaluation

Metrics: To assess system performance, use the following metrics:
Precision: The ability to accurately identify a real logo.Recall: The capacity to recognize all authentic logos.
F1-Score: Equilibrium recall and precision.
Overall detection accuracy is measured by mAP (meanaverage precision)-
Testing in Various SituationsUse the following imagesto test the system:
intricate histories.
different lighting conditions and resolutions.
combined real and phony logos.

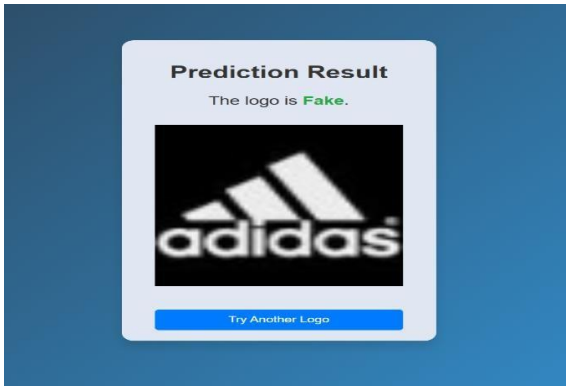
V.OUTPUT



Real Logo:



Fake Logo:



VI.FUTURE SCOPE

In order to address the changing demands of counterfeit detection and intellectual property protection, an online false logo detection system's future potential rests in its flexibility, scalability, and integration with cutting-edgetechnology.

1. Blockchain for Logo Authentication: Real-time cross- verification of logo authenticity is made possible by using blockchain to keep an immutable, decentralized record of authentic logos.

2. Edge and Cloud Computing: To guarantee real-time processing with low latency, deploy the system on cloudplatforms and edge devices (such as smartphones).

3. Data and Model Improvements: To increase model accuracy, put in place a feedback loop where fresh data and user-provided corrections are regularly included.

4. Cross-Language and Cross-Cultural Adaptation:Modify the system to identify and detect logos in various cultural circumstances and languages.

5. Defense Against False Digital Content: Develop the system to identify phony logos in live streaming, social media posts, and videos.

VII.CONCLUSION

An important development in combating the expanding problem of phony logos in digital environments is the online fake logo detecting system. The system provides an efficient way to safeguard intellectual property and brand integrity by utilizing cutting-edge technologies including deep learning, domain adaption, and real-time detection frameworks.

In addition to making it possible to identify fake logos, this system offers consumers, companies, and online platforms a scalable, flexible, and intuitive tool. It guarantees excellent accuracy and dependability in a variety of real-world circumstances with features including sophisticated detection algorithms, confidence score, and blockchain-based verification.

The system may be improved by expanding the dataset, integrating it with new technologies like explainable AI and edge computing, and continuously learning as counterfeiting strategies change. It is a vital tool in the fight against brand forgery because of its potential uses in e-commerce, social media, law enforcement, and consumer awareness.

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