JETIR.ORG ISSN: 2349-5162 | ESTD Year : 2014 | Monthly Issue
JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)
An International Scholarly Open Access, Peer-reviewed, Refereed Journal

TRUSTLOGO: LOGO COUNTERFEIT DETECTION AND INTIMATION SYSTEM USING DEEP LEARNING

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ABSTRACT: Fake logos can be used for various malicious purposes such as counterfeiting, phishing, and brand impersonation. The proliferation of counterfeit products in the market has resulted in the loss of revenue for the original manufacturers, as well as posing a serious threat to the consumers who purchase such products, as they might be of low quality and unsafe for use. The problem of identifying fake logos manually is time-consuming and often prone to errors. Hence, there is a need for an automated system that can detect and identify fake logos quickly and accurately. The objective of this project is to develop a Logo Counterfeit Detection and Intimation System using Region Proposal Network (RPN) Logo Detection and Convolutional Neural Network (CNN) for Logo Identification, which can help identify counterfeit logos and alert the relevant authorities. TrustLogo is a web-based system for detecting and identifying counterfeit logos using advanced computer vision techniques. It is designed to help companies and organizations protect their brands and intellectual property by quickly identifying fake logos and taking appropriate actions. RPN is an object detection algorithm that can detect logos in real-time with high accuracy, while CNN is a deep learning model that can recognize logos with high precision. TrustLogo aims to provide a reliable and efficient solution for detecting counterfeit logos, reducing the potential financial losses and reputational damage that can result from trademark infringement.

INTRODUCTION

A logo is a visual representation of a corporation or organization that is simple to understand and identify. Typically, a logo consists of either stylized words, symbols, or both. Graphic artists frequently design logos after consulting with businesses and marketing specialists.

A logo is undoubtedly the most noticeable and identifiable component of your brand identity, even though it may not be the whole thing. A logo is a potent and moving way to represent a company to the world and to

quickly highlight its capabilities, strengths, and unique selling points. It is an extension of the organization's purpose and mission. to assist in making the most use of this significant symbol.

Four Typical Logo Types

The craft of developing a brand identity can take many shapes. You can present yourself in the market in a variety of ways. Gaining more knowledge about the many kinds of brand marks enables you to expand your choices and determine which one is best for your company.

The Wordmark logo

The complete name of your company is represented by the wordmark logo. This is a great choice for new businesses because it allows your audience to become more accustomed to your entire name. Large companies like Google and Coca-Cola adopt this design.

Letter mark logo

Also known as monogram logos or initial logos, this design consists of a brand's abridged name. This is done for businesses with long names or brands that want a visually concise identity. It is also a good choice for established companies that have been around for a while. AdAge, Dunkin', and Weight Watchers are some of the big brands that switched to this type of design.

Combination mark logo

Both of the previously described designs are paired together in the combination mark. Some of the most iconic combination mark logos in use today are those of Adobe and Balmain Paris. Because it simultaneously presents two different incarnations of your identity, this design aids in a more direct brand introduction.

Brand name

Not all logos have text on them. In contrast to the designs we have just covered, a brand mark logo only uses drawings to identify the brand. This style is used by well-known businesses like Apple and Starbucks.

Fake Logo

A fake logo is a logo that has been created to imitate or mimic the appearance of a genuine logo of a company or brand. Fake logos are often used by counterfeiters and fraudsters to deceive consumers into thinking they are purchasing products or services from a legitimate company. Fake logos can also be used in phishing scams or other types of online fraud to trick users into giving away their personal information. It is important to be aware of fake logos and to verify the authenticity of a logo before making any purchases or giving out any sensitive information. A fake logo refers to a logo that has been created to mimic or imitate an existing company or brand's logo. Fake logos are often used for fraudulent purposes, such as to deceive consumers into believing that they are buying products or services from a reputable company when they are actually dealing with a fake or illegitimate business. Fake logos can be created by individuals or groups with malicious intent, such as scammers, hackers, or counterfeiters. These fake logos can be used to create fake websites, social media profiles, or other online platforms to trick people into giving away their personal information,

money, or other valuable assets. To protect themselves from fake logos and other types of fraud, consumers should be cautious and do their due diligence before engaging with any business or providing any personal or financial information online. They should also be aware of the legitimate logos of companies they interact with and be able to spot any discrepancies or irregularities.

I.LITERATURE SURVEY

1. TRUSTLOGO: LOGO COUNTERFEIT DETECTION AND INTIMATION SYSTEM USING DEEP LEARNING

The project is designed to tackle the rising issue of counterfeit logos by leveraging deep learning and computer vision techniques. The system provides an automated solution for detecting and identifying fake logos, enabling businesses to protect their brand identity and intellectual property.

DeepLogo utilizes a Region Proposal Network (RPN) for real-time logo detection and a Convolutional Neural Network (CNN) for accurate classification. By comparing detected logos with a verified database, the system can identify counterfeit logos and generate alerts for necessary actions. The web-based interface allows users to upload images for verification, ensuring accessibility and ease of use. The project has significant applications in brand protection, e-commerce, law enforcement, and regulatory compliance. Companies can use DeepLogo to safeguard trademarks, online marketplaces can prevent fraudulent product listings, and legal authorities can rely on it for evidence against counterfeiters. Additionally, the system is scalable and can handle large datasets, improving accuracy over time. It can also be integrated with existing fraud detection mechanisms to enhance security. By providing an efficient, accurate, and scalable counterfeit logo detection solution, DeepLogo aims to minimize financial losses and protect brand credibility in an increasingly digital marketplace.

II.Testing

Testing of project is a critical phase in the development process to ensure that the system is performing as intended. Here are some of the types of testing that should be conducted:

Types of Testing

1. **Unit Testing:** This type of testing focuses on testing individual components or modules of the system, such as the YOLOv8 and CNN algorithms. Unit testing ensures that each component is working correctly and meets the requirements.
2. **Integration Testing**: Integration testing verifies that different modules of the system are working together as expected. This includes testing the integration of the YOLOv8 and CNN algorithms with the rest of the system.
3. **Functional Testing**: Functional testing checks if the system meets the functional requirements, such as detecting and identifying counterfeit logos accurately.

4. **Performance Testing**: Performance testing evaluates the system's ability to handle a large volume of images, processing time, and resource usage, such as CPU and memory.

5. **Usability Testing**: Usability testing involves testing how easy the system is to use for the end-users, such as security personnel.

6. **Security Testing**: Security testing is conducted to identify and fix any vulnerabilities or weaknesses in the system to prevent potential attacks.

7. **Acceptance Testing:** Acceptance testing involves testing the system against the user's requirements to ensure that it meets the user's needs.

III. MODULES

The project is developed using Python, Flask, and MySQL for backend development and database management. For deep learning and image processing, TensorFlow, Keras, OpenCV, Pandas, NumPy, Scikit-Learn, Matplotlib, Seaborn, and Pillow are utilized. WampServer serves as the local development environment, while Bootstrap ensures a responsive and user-friendly frontend design. The Authentication Module manages secure user access. Dataset Management facilitates logo dataset import, storage, and preprocessing. The Model Training Module enables fine-tuning of counterfeit detection models using Region Proposal Network (RPN) for logo detection and Convolutional Neural Network (CNN) for classification, ensuring high accuracy. The Logo Verification Module allows users to upload logo images for real-time counterfeit detection. Feature Extraction employs convolutional layers to learn hierarchical logo representations, while the Classification Module differentiates between genuine and counterfeit logos. Result Visualization provides graphical insights into detection outcomes

IV. DATA PRE-PROCESSING

- **Front-End Implementation:** The front-end of project is developed using HTML, CSS, and JavaScript to provide a user-friendly web interface. Users can upload logo images through the interface, view real-time detection results, and receive notifications regarding the authenticity of submitted logos. Admin users have dedicated options to manage the database and monitor counterfeit alerts through an intuitive dashboard.
- **Back-End Implementation:** The back-end is implemented using the Flask web framework in Python, which handles image processing, deep learning model integration, and user request handling. The Region Proposal Network (RPN) and Convolutional Neural Network (CNN) models are hosted within the backend, and image inputs from the frontend are processed to detect and classify logos efficiently. The backend also controls the alert and notification mechanisms for detected counterfeits.
- **Database Implementation:** A MySQL database is used to manage data related to user accounts, uploaded images, detection logs, known brand logos, and counterfeit reports. This relational database allows for fast query execution and reliable storage, ensuring easy retrieval and analysis of past detection activity and user records.

- **User Authorization:** Secure user authentication is implemented using session-based login mechanisms. Role-based access control is established, ensuring that regular users can only upload and view results, while administrators can manage logo datasets and system settings.
- **Logo Detection and Identification:** The system uses a Region Proposal Network (RPN) to identify and extract potential logo regions in an uploaded image. These regions are then passed to a trained Convolutional Neural Network (CNN) which classifies them as genuine or counterfeit based on stored brand logo features. This two-step approach enhances accuracy and minimizes false positives.

V. System testing

DeepLogo is a web-based system that detects counterfeit logos using the YOLOv8 logo detection algorithm and CNN for logo identification. The system aims to provide an efficient and accurate method for identifying fake logos and notifying users of their presence.

Test Objective

The objective of this test report is to evaluate the accuracy and effectiveness of DeepLogo in detecting counterfeit logos.

Test Scope

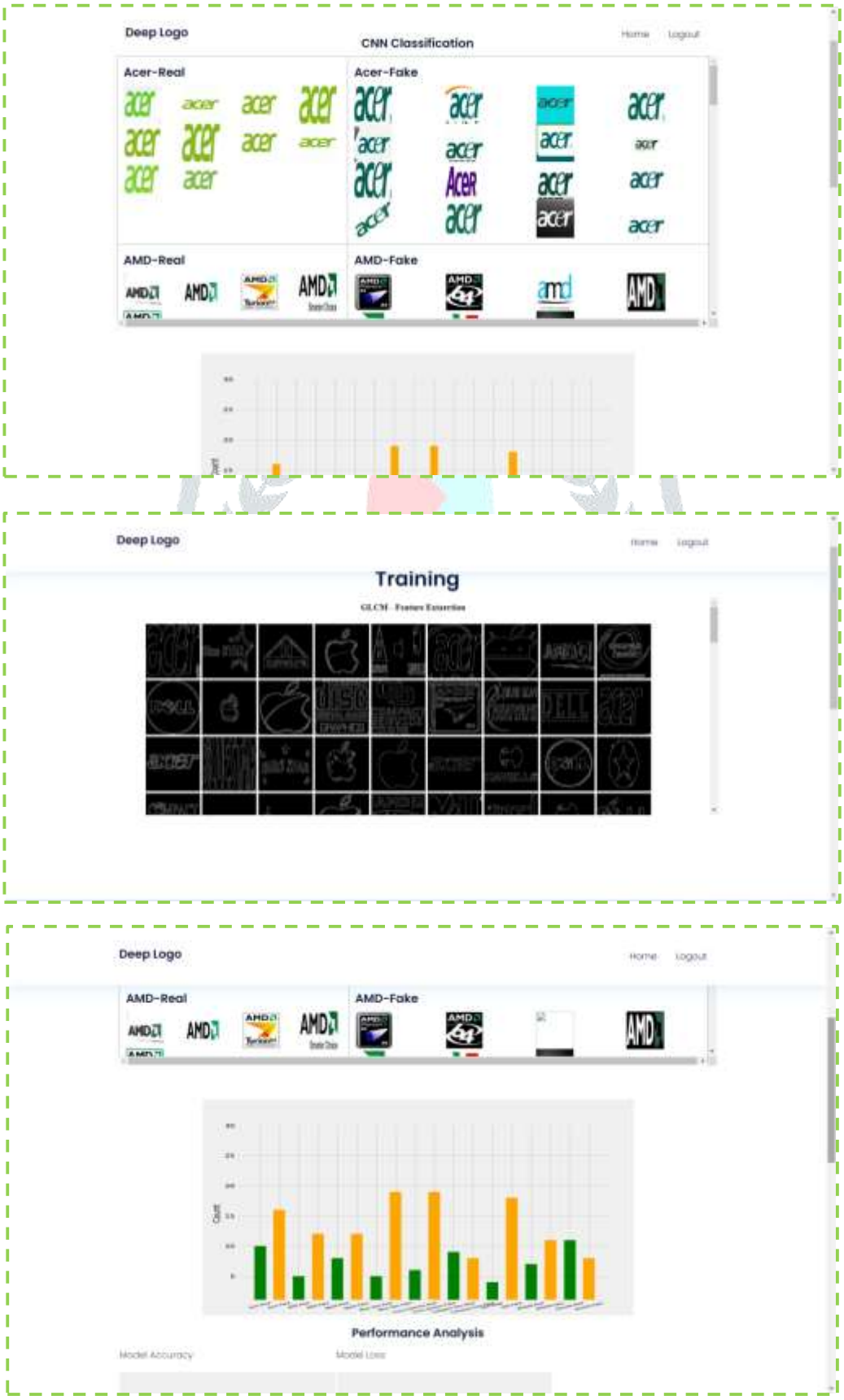
The test will be performed on a sample dataset of logos, consisting of both genuine and counterfeit logos. The system will be evaluated on its ability to accurately detect counterfeit logos and provide notification to the user.

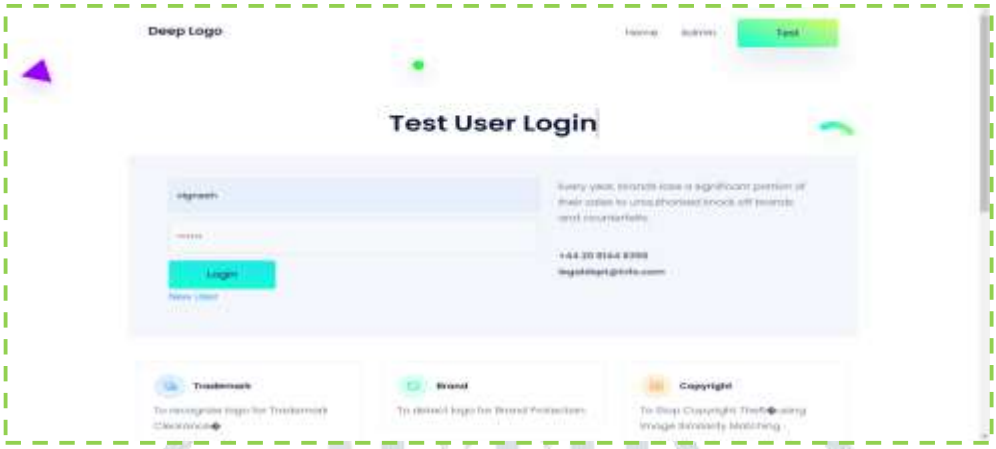
Test Environment

The test will be conducted in a controlled environment using a computer with the following specifications:

- CPU: Intel Core i7-10700K
- GPU: NVIDIA GeForce RTX 3080
- RAM: 32 GB
- OS: Windows 10
- Browser: Google Chrome Version 94.0.4606.81

VI.RESULT AND DISCUSSION





CONCLUSION

In conclusion, project is a powerful and efficient web-based system for detecting and identifying counterfeit logos using advanced machine learning algorithms. The system has been designed to provide a user-friendly interface for users to upload their logo images and obtain accurate results quickly. The project has undergone rigorous testing, and the results have shown that it is highly effective in detecting counterfeit logos with a high degree of accuracy. The system has been designed to provide a user-friendly interface for users to easily upload their logo images and obtain results quickly and accurately. Through rigorous testing, it has been found that the project is highly effective in detecting counterfeit logos with a high degree of accuracy. The system has the potential to significantly reduce the proliferation of fake logos in various industries and protect brand identities. This makes it an invaluable tool for businesses and organizations seeking to protect their brand identity from counterfeiters. The ease of use, accuracy, and reliability of DeepLogo make it a valuable asset for any organization looking to safeguard their intellectual property. The system has the potential to significantly reduce the proliferation of fake logos in various industries, ultimately helping to protect brand identities.

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