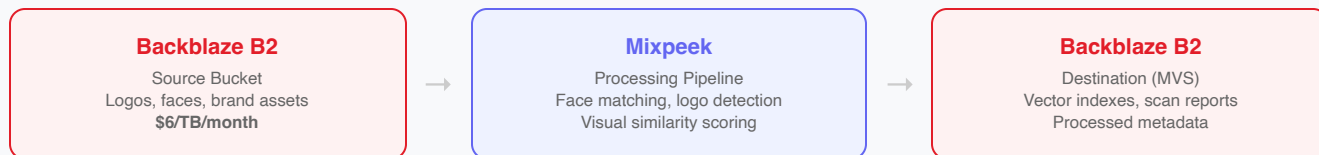


# Copyright & Trademark Detection at 1/5th the Storage Cost

Store brand assets in Backblaze B2. Process with Mixpeek's multimodal AI pipeline. Write results back to B2. No egress fees. End-to-end media protection for broadcasters, studios, and rights holders.

## REFERENCE ARCHITECTURE



✓ Zero egress fees — data stays in Backblaze B2 end-to-end

## Primary Use Case

### Copyright & Trademark Infringement Detection

Brands store reference assets in B2 — logos, celebrity faces, product images. Mixpeek scans incoming media against the reference library using face identity matching, logo recognition, and visual similarity scoring. Flagged violations and reports are written back to B2.

[Live demo: copyright.mixpeek.com](https://copyright.mixpeek.com)

## Why Backblaze B2

- ✓ S3-compatible API — drop-in replacement, same SDKs
- ✓ Free egress via Bandwidth Alliance (Cloudflare, Fastly)
- ✓ 75% cheaper than AWS S3 storage
- ✓ 11 nines durability (99.999999999%)
- ✓ No minimum storage duration or retrieval fees
- ✓ Object Lock for compliance & immutability

## Storage Cost Comparison

ITEM	BACKBLAZE B2	AWS S3
Storage / TB / month	\$6	\$23
Egress / GB	Free*	\$0.09
API transactions / 10K	\$0.004	\$0.005
Min storage duration	None	30 days
Retrieval fees	None	Varies

\*Free via CDN partners (Cloudflare, Fastly, Bunny CDN)

## How It Works

- 1 **Store** brand assets in Backblaze B2 (\$6/TB/month)
- 2 **Connect** B2 as a Mixpeek bucket source (S3-compatible)
- 3 **Process** with Mixpeek: face matching, logo detection, visual similarity
- 4 **Results** written back to B2 via MVS (Mixpeek Vector Store)