

# Allure Security Announces \$10M Series A

Client News

April 3, 2024

Gunderson Dettmer represented client Allure Security, a leader in online brand protection-as-a-service, in its \$10 million Series A financing led by Curql. Allure Security's AI-powered engine protects brands by finding and stopping online brand impersonation attacks. The new capital will be used to grow its research and development team, expand its go-to-market function, and extend its leadership position.

In the [announcement of the transaction](#), Allure Security CEO Josh Shaul said, "Waiting to react to reports of fraud and phishing from online impersonations costs financial institutions tens-of-thousands of dollars per incident, inflicts severe reputation damage, and undermines trust in their digital services. Yesterday's defenses are failing; only by using automation and AI for detection and coupling it with the industry's fastest, most effective takedown team can companies get ahead of these threats to stop scams before they strike."

The Gunderson Dettmer deal team was led by Rich Hesp and included Chris Warren and Taylor DiChello.

Companies

[Allure Security](#)

[Curql](#)

Related People





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