

More than half the Fortune 100 trust MarkMonitor to protect their brands online.



The Global Leader in Enterprise Brand Protection

As the leading global provider of brand protection for the enterprise, MarkMonitor offers solutions that safeguard brands, reputations and revenues from ever-evolving online risks. The company's exclusive access to data, combined with its patented prevention, detection and response capabilities, provides a more secure Internet for enterprises as well as their customers.

MarkMonitor is the only company offering integrated, end-to-end solutions that enable enterprises to both establish and defend their brands against the escalating problem of online brand abuse. Unrivaled experience in developing and implementing brand protection strategies—focused on global corporations—has led more than half the Fortune 100 to trust MarkMonitor to protect their brands online.

Global Opportunities, Global Risks

Brand equity—one of every company's greatest assets—directly impacts revenues, reputation and customer relationships. As business moves online, however, brands face a new and evolving array of threats: the inherent openness and anonymity of the Internet have paved the way for online fraud, brand abuse and unauthorized distribution channels.

An Integrated, Comprehensive Approach to Online Brand Protection

At MarkMonitor, we believe a holistic approach—encompassing systematic prevention, detection, and rapid response, across all aspects of online brand abuse—is most effective at defending an enterprise's brand.

We combine this three-pronged strategy with a commitment to customer service and online brand protection expertise which is unsurpassed in the industry. These, together with our corporate focus, have enabled MarkMonitor to achieve consistent, near-perfect customer satisfaction ratings from some of the most demanding organizations in the world.

Quick Facts:

Founded:

MarkMonitor was founded in 1999 and has also been an ICANN-accredited domain registrar since that date.

Locations:

MarkMonitor is headquartered in San Francisco with major offices in Boise, Washington DC and London.

Customers:

MarkMonitor counts over 50 of the Fortune 100 as customers.

Strategic Alliances:

MarkMonitor has aligned itself with the industry leaders to establish the broadest brand protection network available.

To support global companies who need highly responsive, worldwide support at every level, MarkMonitor also offers a full range of Services—from strategy development and best practices consultation to custom reporting and enforcement services.

The MarkMonitor Brand Protection Platform™

The MarkMonitor Brand Protection Platform is a modular, customizable, and seamlessly integrated suite of hosted solutions and services that enable each organization to mount an optimal defense against online threats to its brand.

Leveraging three key elements—unparalleled access to online data; patented technology and algorithms which detect, filter and prioritize actionable data; and automatic enforcement capabilities that enable rapid response—each solution within the Platform addresses a specific area of online brand abuse:

- **Domain Management™** protects an enterprise's portfolio of domain names by providing 100% visibility and control over global domains
- **MarkMonitor Brand Protection™** protects against trademark abuse, traffic diversion, brand defamation, and counterfeit, pirated, and gray market sales of an enterprise's branded goods
- **AntiFraud Solutions** protect an enterprise's reputation and customers against phish and malware attacks that can erode brand equity and customer trust

Strategic Alliances

As an acknowledged industry advocate for brand owners and an ICANN-accredited registrar since 1999, MarkMonitor brings a wealth of industry knowledge and insight to brand protection.

Through its network of strategic alliances with other registrars, top ISPs, major software developers and standards groups, MarkMonitor has unrivaled access to online data that enables us to more quickly and efficiently prevent, detect, and shut down online brand abuse.

The Global Leader in Online Brand Protection

MarkMonitor currently safeguards more than half of the Fortune 100 brands. By addressing the growing threats of online fraud, brand abuse and unauthorized channels, we make the Internet safer for businesses and their customers.

For additional information on MarkMonitor, the MarkMonitor Brand Protection Platform and Advisory Services, visit markmonitor.com or call us at **1-800-745-9229**.

Benefits:

- Broadest access to data
- Most relevant results
- Automated enforcement
- 24x7 customer support
- Integrated case management to quickly discover and track problems



More than half the Fortune 100 trust MarkMonitor to protect their brands online. **See what we can do for you.**

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