

“Although it will offer... [trademark owners] great new marketing opportunities, it also will make protecting their marks online far more difficult. ”

— InsideCounsel Magazine

Top-Level Domain Advisory Services: Creating the Right Strategy for Your Corporation



As the Internet domain name space opens up to an unlimited number of new Top-Level Domains (TLDs), global corporations will gain unprecedented opportunities to operate their own “islands” on the Internet and capitalize on many branding and security opportunities. But risks abound, too: TLDs could be sought by organizations with competing trademarks, resulting in lost traffic and brand degradation. Additionally, the new TLDs may offer fertile ground for cybersquatting and other brand abuses.

Expert Guidance and Customized, End-to-End Services

Whether corporations plan to acquire and operate a TLD to enhance their brands, or take a proactive approach to defending their brands during the application process and beyond, MarkMonitor® can help with a full range of Top-Level Domain Advisory Services. These services are designed to help companies understand the issues, develop the right strategy, participate proactively or defensively in the application process, and manage the relevant TLD acquisition. Implementation, launch, and operation services are also offered to achieve a smooth TLD launch and ongoing management.

As the world’s largest corporate registrar, and with deep experience advising global corporations on complex domain issues, MarkMonitor brings unrivaled expertise to the new TLD expansion. Coupled with our relationships with key industry constituencies — ICANN policy makers, back-end registry operators, and others — this expertise uniquely prepares us to assist corporations with TLD strategy and operations.

Top-Level Domain Acquisition and Management Services

| | Highlights | Benefits |
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| Strategy Development | Performs opportunity and risk assessment, plus investigation and research to enable informed “go / no-go” decisions. | Helps companies develop the optimal strategy for leveraging opportunities and limiting risks, by determining the potential impact of alternative TLD scenarios. |
| Application Submittal | Helps prepare and submit ICANN application, assists in responding to potential objections and string contention, and facilitates pre-delegation procedures. | Enhances a company’s chances of successfully acquiring a branded or industry-based TLD by leveraging ICANN experts with thorough knowledge of the application process. |
| Implementation and Launch | Manages the overall implementation and testing of the registry system, as well as all operational and procedural aspects of the launch. Coordinates with selected third-party registry operators and registrars to facilitate a successful launch. | Experience a trouble-free, successful launch by leveraging the deep understanding of MarkMonitor regarding TLD-launch policies and rights protection mechanisms and procedures. Benefit from our ongoing relationships with all third-party providers involved in the process. |
| Ongoing Operations and Compliance Monitoring | Provides post-launch guidance and ongoing TLD operation and maintenance support. Services include ongoing domain registration and management, implementation of TLD policies, content monitoring and ICANN advocacy. | Maximizes return on TLD investment by reviewing and/or refining TLD processes and procedures while monitoring domain registrations and web content for non-compliance. |

Brand Protection Strategies

| | Highlights | Benefits |
|--|--|--|
| Objection Filing and Dispute Resolution | Identifies potential TLD applications posing brand threats and provides assistance in filing objections and corresponding with the designated dispute resolution service provider. | Helps to prevent the creation of unwanted TLDs which threaten your brands. |
| Defensive Registrations and Brand Monitoring | Provides guidance on defensive domain registration in new TLDs, and technology for detecting and responding to brand infringement in new TLDs. | Helps minimize brand abuse within new TLDs as they emerge. |

MarkMonitor Services: Strategic Guidance and Superior Support for Comprehensive Enterprise Brand Protection

MarkMonitor Top-Level Domain Advisory Services are designed for global companies who need the highest level of strategic guidance and service for their worldwide domain name portfolios. MarkMonitor also offers Brand Advisory and Anti-Fraud Advisory Services, as well as Managed Services designed to help corporations identify and respond to online brand threats on a day-to-day basis.

Uniquely positioned to provide unsurpassed brand protection services.

MarkMonitor focuses exclusively on brand protection for corporations and is the world’s largest corporate domain registrar (ICANN-accredited since 1999). Our strong relationships and alliances with industry organizations, other registrars, ISPs, standards groups, exchanges and security vendors enable us to more quickly and efficiently prevent, detect, and shut down online brand abuse.

For additional information on Top-Level Domain Advisory Services and other MarkMonitor service offerings, visit markmonitor.com or call us at **1-800-745-9229**.

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

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