

Cybersquatting occurs more than 30,000 times a week—usually to enable pay-per-click fraud, traffic diversion, domain kiting and other abuse.

Domain Management: Establish and Defend Your Brand Online



Successful companies rely on a global Web presence to build and strengthen their brands. This requires constant, active management of their portfolio of domain names—both to take advantage of new opportunities, and to prevent brand abuse that can undermine brand equity and revenue.

Unfortunately, constant change in global domain industry regulations can make domain management a confusing, time-consuming and error-prone activity, especially for large, global enterprises.

Gain Visibility and Control of Global Domains

MarkMonitor Domain Management™ allows companies to easily and efficiently register, manage and secure their portfolio of domain names—a vital component of their brands and their business.

An integrated software and services solution, already used by well over half the Fortune 100, Domain Management provides complete visibility into the global domain space. With MarkMonitor Domain Management, you can **prevent** online brand abuse through offensive and defensive domain registration, **detect** gaps and proactively seize opportunities by consolidating and intelligently managing registrations, and **respond** rapidly to recover and reclaim domains when events dictate.

Domain Management Highlights:

- **Prevents illicit domain abuse tactics**—such as cybersquatting and domain kiting—by enabling defensive domain registration to block others from exploiting domain names associated with your brand
- **Delivers cost-effective enterprise-wide domain management**, enabling secure registration from any location, leveraging the industry's most powerful suite of ordering, tracking, transaction management, approval workflow, and documentation tools
- **Assures and enhances portfolio management effectiveness** through unparalleled service and a full range of Services
- **Provides domain status worldwide**, identifying issues and opportunities quickly, easily, and proactively through a seamlessly consolidated domain view and the industry's most comprehensive domain rules and requirements list
- **Maximizes global domain visibility** and cuts complexity by simplifying the consolidation of domain registrations
- **Enables efficient domain recovery** when M&A, product launches, and other events dictate, with services from the trusted leader in domain portfolio management for global corporations

A Cornerstone of the MarkMonitor Brand Protection Platform™

Domain Management is an integral part of the MarkMonitor Brand Protection Platform. A modular, customizable and seamlessly integrated suite of hosted solutions and services, the Platform also includes the MarkMonitor Brand Protection™ solution and AntiFraud Solutions.

The Platform combines patented technology and proprietary algorithms which detect, filter and prioritize relevant brand abuse information for swift response, with an array of strategic alliances that give MarkMonitor access to the broadest set of Internet data sources. Together, these unmatched capabilities enable any global organization to comprehensively defend its brand online.

Used together, Brand Protection Platform components are even more effective, safeguarding a brand on multiple online fronts.

MarkMonitor Brand Protection customers, for example, can uncover potential and actual abuse and then use Domain Management to counter those tactics with defensive domain registrations to protect their intellectual property. By employing the right blend of Brand Protection Platform components, each global enterprise can address its unique brand protection needs.

Dedicated Customer Service—Plus Optional, Customized Advisory Services

With its long experience, enterprise focus and commitment to customers, MarkMonitor is uniquely positioned to deliver the level of service and support global companies have come to expect and need. Every MarkMonitor customer has a dedicated, expert Client Services Manager, included as part of their brand protection services—just one of the reasons MarkMonitor enjoys a near-perfect customer satisfaction rating.

Optionally, MarkMonitor offers a complete range of Advisory Services, from comprehensive strategy development and best practices consultation to custom reporting and enforcement services. Leveraging MarkMonitor expertise and services enables enterprises to more effectively protect their brands, while better allocating internal resources. MarkMonitor Services are custom-configured according to each enterprise's needs.

Protecting Reputations, Revenues and Customer Relationships

Dedicated to providing a more secure Internet for enterprises as well as their customers, MarkMonitor is the global leader in enterprise brand protection—currently safeguarding more than half of the Fortune 100 brands.

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



As a full-service, corporate registrar, MarkMonitor offers a complete range of domain services:

- Registrations, renewals and transfers
- Domain recovery, snapping and masking
- Enterprise DNS
- UDRP administrative services
- Local presence
- Domain locking
- Mission-critical domain security
- SSL certificates

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

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