

“Our Client Services Manager knows our unique business needs and can help resolve issues quickly.”

— Rachel Furlenmeir, Head of Global Domain Names, Novartis

Managed Services: Unparalleled Expertise and Unrivaled Service, Focused on the Global Enterprise



As the volume and complexity of online brand abuse grow, so does the need for comprehensive brand protection. Even global enterprises, however, may lack the expertise and internal resources to create and manage a complete brand protection strategy. One popular response is to leverage the expertise of MarkMonitor brand protection professionals.

Designed for global companies who need worldwide, world-class support at every level — MarkMonitor Managed Services range from strategy development to day-to-day abuse monitoring, mitigation, and prevention activities.

MarkMonitor has Service Options to Meet Your Company's Individual Needs

All customers receive the benefits of a dedicated Client Services Manager who performs Brand Threat Reporting: automated monitoring, research, expert analysis and rapid, prioritized response recommendations. Additional options range from high-priority enforcement and long-term monitoring to the complete outsourcing of day-to-day management of MarkMonitor brand protection solutions and strategic advisory services. While MarkMonitor surfaces and prioritizes egregious abuses, provides actionable data, and takes action against offenders, you're free to focus on other important activities.

Managed Services offerings include:

	Highlights	Benefits
Brand Threat Reporting (Standard)	Automated monitoring for brand infringement incidents, combined with timely review, identification, and expedited reporting of highly egregious and/or impactful brand infringement incidents by a dedicated Client Services Manager and a Brand Protection Analyst.	<p>Ideal for companies who prefer to manage their own enforcement processes—via the Brand Protection Portal and/or through outside counsel—but want help identifying abuse and setting priorities.</p> <p>Helps customers optimally direct resources for responding to infringement incidents—and, by so doing, discourage subsequent abuse by becoming a less attractive target.</p>
Enforcement Lifecycle Management (Optional)	<p>Includes all the features and benefits of Brand Threat Reporting.</p> <p>Initiates enforcement (such as Cease and Desist Letters) as instructed by the customer against high-priority infringement.</p> <p>Keeps brandholder informed through regularly scheduled Enforcement Reporting.</p>	<p>Ideal for customers who need to direct their limited resources to activities other than brand enforcement.</p> <p>Gives customers confidence that highly egregious or impactful infringement will quickly face enforcement, and in turn maximizes ROI.</p> <p>Further discourages future brand abuse.</p>
Outsourced Services (Optional)	Provides dedicated resources to completely manage all monitoring, reporting, and enforcement activities.	<p>Ideal for customers who prefer to outsource the administration of their entire online brand protection process.</p> <p>Gives customers the security of complete protection for their reputation and revenues online, without diverting internal resources from other activities.</p>

Advisory Services. MarkMonitor also offers a range of custom-configured Advisory Services provided by our highly experienced brand protection analysts. Based on proven best practices, these services may include strategy development and review, training, domain services, physical surveillance and investigation, trademark protection, and anti-phishing services. MarkMonitor's Advisory Services are not legal services. Instead, the Advisory Services complement customer's legal strategies to make the administration of simple enforcement actions more efficient and cost effective.

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). As a recognized industry advocate for brand owners, we play ongoing leadership roles with a number of industry organizations including ICANN, INTA, APWG and IACC. Our strong relationships and alliances with other registrars, ISPs, standards groups, exchanges and security vendors, enable us to more quickly and efficiently prevent, detect, and shut down online brand abuse.

Maximum brand protection — without resource drain. Enterprises that leverage MarkMonitor Managed Services cite a variety of reasons: the Client Services Manager dedicated to each customer; the deep expertise of brand protection professionals who earn a near-perfect customer satisfaction rating; even the ability to share ideas and strategies with our customer community. MarkMonitor Managed Services enable enterprises to more effectively protect their brands while better allocating internal resources.

For additional information go to 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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