

# Anonymous Acquisition Services **Maximize Value, Minimize Costs.**



## Domain Names Can Be Worth Millions and Domainers Know It

Many corporations know the high value of domain names, both brand-specific and generic, in building a trusted online presence.

Domainers, individuals who trade in domain names purely for investment and profit, understand this value, as well. As a result, gaining control of a previously registered domain name required for your company's online strategy can be a costly proposition.

When a third-party owned domain name infringes on a trademark, a corporation can employ the UDRP (Uniform Domain-Name Dispute-Resolution Policy) process to attempt a recovery. This can be a time consuming and costly process.

Alternatively, companies can try to acquire domain names closely associated with a brand, and even generic names useful for driving traffic to branded sites, through outright purchase from their current owners. In most cases, however, the owners will almost certainly increase any the sale price as soon they learn of a purchaser's corporate identity.

### ✓ **Cost Effective Domain Names Acquisition with Markmonitor**

With decades of combined domain brokering expertise and a deep knowledge of domainer practices, **the Markmonitor Domain Brokering team can help enterprises acquire domains for a fraction of the price they might otherwise pay.**

We assist our clients with the cost-effective acquisition of desired domain names by combining anonymity with our team's proven expert negotiation skills.

- Minimize acquisition costs with a low, flat rate fee
- Gain deeper insight into current domain owners' identity and strategy
- Simplify acquisition with domain registration, renewal and recovery services from a single provider thru Markmonitor.

## ✓ **The Benefits of Markmonitor's Acquisition Approach**

By using our Anonymous Acquisition Services solution, enterprises can reduce the price of acquiring a domain by remaining anonymous throughout the entire purchase process.

Combining our unique expertise and industry relationships with domain purchasing, escrow, and transfer capabilities, our anonymous acquisition solution has been used to successfully acquire thousands of domains over many years for Markmonitor clients.

Post-sale, the transfer process is handled by our experts too. Registrar transfers, domain ownership updates, and ongoing management are all managed efficiently by a single, seasoned provider.

## ✓ **Complete, Cost-Effective and Customizable Services**

### **No-Obligation Assessment:**

- Includes domain name value analysis, current registrant identification, and recommendations on acquisition strategy

### **Purchase Price Negotiation:**

- Markmonitor domain experts negotiate a much lower price (within a pre-set budget), preventing price escalation by concealing the corporation's identity and intended domain use throughout the process

### **Escrow Management Services**

### **Ownership and Technical Transfer:**

- Markmonitor manages the entire domain name transfer process

Our service is also fully customizable for corporations preferring to combine in-house expertise with Markmonitor escrow, brokerage, or consultative services.



**Contact Our Experts Today: [DomainServices@markmonitor.com](mailto:DomainServices@markmonitor.com) or [Markmonitor.com](https://markmonitor.com)**