



Online Brand Protection

Domain Threat Monitoring,
Enforcement, & Recovery
That Scales

For Additional Information, Contact Your
Account Manager or Visit [markmonitor.com](https://www.markmonitor.com)



Online Brand Protection: Domain Monitoring and Risk Ranking Designed for Cross-functional Enterprise Teams

Find and Act on Domain Threats to Your Brand Before They Become Bigger Problems

Markmonitor's Brand Protection services enable a strategic, end-to-end approach to identifying, assessing, and resolving domain threats.

Third-party brand-related domain registrations expose your business to the risks of:

- Phishing
- Impersonation
- Counterfeit activity
- Customer confusion
- Reputational damage

Domain Watch helps identify domain registrations that include your brand, assess the level of risk, and prioritize the cases most likely to require action.

From there, our team guides you to the most effective response, including takedowns, dispute processes, or domain acquisition, and manages investigation, correspondence, and recovery from start to finish so you can stay focused on your business.

How Domain Watch Works to Protect Your Brand

1- Detect

Finds domain registrations containing your brand that are not owned by your organization

2- Assess

Reviews technical and contextual signals to provide insight into each domain's risk level

3- Prioritize

Results are ranked so teams can focus on the domains that present the biggest risks first

4- Act

Escalate domains as appropriate to pursue enforcement based on risk, evidence, and your desired outcome

Why This Matters

Not every suspicious domain deserves the same response. Some should be monitored, some warrant closer review, and some justify immediate enforcement actions.

Domain Watch identifies and ranks the domains that can cause the most damage to your brand.

Built for Cross-functional Decision-making

Brand Protection Teams

Reduce manual review and focus efforts on the most credible threats

Legal Teams

Support domain recovery decisions with stronger evidence and prioritization

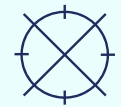
Cybersecurity Teams

Surface domain-based risks linked to phishing, impersonation, spam, and other abuse

Corporate Domain Portfolio Teams

Support a more selective, risk-based approach to portfolio defensive strategy. Domain Watch supports a more selective approach than trying to defensively register every variation of a brand name across many namespaces

Online Brand Protection: Infringing Domain Name Enforcement & Recovery Methods



The Case for Expert Assistance

You've identified the domains that can negatively impact your brand... now what?

Markmonitor has the industry standing and experience to help you recover your domain.

With decades of practice in online brand protection, domain threat monitoring and recovery, and a strong legal background that informs our negotiations and discussions, we're ready to put our expertise to work for you.

Our knowledge of the domain space can't be beat. Let us help you identify and recover the names that threaten your brand's online reputation.

Next Steps After Identification and Ranking

After careful review, our recommendations will typically lead to the deployment of one of our specialized enforcement action branches.

Letter Before Action Service

Using the evidence and intelligence our teams gathered during the investigation, we reach out to registrants to start informed discussions in pursuit of the outcome our clients want.

Each case is handled on its own merits, with a strategy shaped by the facts. We have recovered hundreds of domain names through shrewd, no-nonsense dialogue with registrants.

Domain Acquisition

When appropriate, the best recourse for recovery may be to acquire the domain, and our expert team of brokers can assist with that process.

For Additional Information, Contact Your Account Manager or Visit markmonitor.com

UDRP, URS, & Other Formal Domain Name Disputes

Formal domain disputes are likely when negotiations stall, or background checks indicate that a letter before action is unlikely to move the registrant.

From start to finish, our teams have the knowledge to successfully draft, submit, and manage domain name disputes under the full range of existing policies.

Litigation Support

A technical and advisory service that complements actions taken by your existing legal representatives or trademark attorneys. We have supported legal teams worldwide with our vast technical and subject matter expertise in the domain industry.