

DATASHEET

# Why MarkMonitor Domain Management?

## Advanced Technology and Strategic Guidance

MarkMonitor protects the world's leading brands with the only solution that combines cutting-edge technology and consultative services. More than 200 brand protection veterans — in more than 30 languages — are on call to defend brand owner investments and preserve customer trust.

## Superior Service and Expertise

We built our reputation on dedicated, corporate-focused service with unparalleled industry expertise. MarkMonitor protects the revenues and reputations of more than half of the Fortune 100 and is trusted by nine of the 10 most highly trafficked websites in the world.

## Extensive Industry Relationships

A comprehensive domain management strategy requires a strong network of strategic allies. MarkMonitor experts are connected to an unparalleled ecosystem of partnerships and relationships. We are a longtime, trusted voice in the Intellectual Property community and are dedicated, outspoken advocates in a wide range of forums for brand holder rights.

## Domain Registrations and Transfers

The *MarkMonitor Domain Management* solution allows users to register, consolidate, and manage domain names with complete visibility and transparency at every stage. MarkMonitor offers local presence service in over 35 countries.

## Domain Advisory Services

A suite of customized reports and consulting services to maximize value, contain costs and mitigate risks.

**Private Consultations:** Guidance on policies, internal strategies, best practices, valuations, new gTLD registrations, Trademark Clearinghouse (TMCH), and new product launches.

## Domain Security Services

MarkMonitor domain security services include IP Access Restrictions, Domain Registry Locking, Secure Account Management, Password Management, Two-Factor Authentication and DNS Monitoring.

## DNS Management

DNS hosting that is easily managed within the MarkMonitor portal leverages the large worldwide infrastructure offered by Dyn, our DNS partner. From our complimentary Enterprise DNS to our Premium DNS service with a Service Level Agreement, we have DNS solutions to meet your needs.

## Domain Privacy Services

Register domains confidentially for new product launches.

**Domain Masking:** Use of third party entity appears as registrant (Registered with MarkMonitor).

**Super Masking:** Use of third party entity appears as registrant (No association to MarkMonitor).

## Research Reporting

The MarkMonitor Research Department acquires, manages, analyzes, and processes data into custom reports to meet corporate business needs.

## Domain Recovery & Domain Sales

**Domain Recovery Solutions:** Domain backordering, anonymous acquisitions, brokering services, Uniform Domain Name Dispute Resolution (UDRP), Alternate Dispute Resolution (ADR) and Uniform Rapid Suspension (URS) services.

**Domain Sales:** Domain auctions, after-market options, liquidation to domain investors, direct sale to suitable buyers and management of inbound offers.

## Portfolio Optimization

Integrated solutions, such as Key Performance Indicators, Website Thumbnails, and Domain Scoring, provide the insights needed to efficiently and effectively manage global domain portfolios.

**Domain Intelligence:** Quickly identify trademark holdings and identify whether those assets are registered as domain names, owned by third-parties or are available for registration.

**Registration Advisor:** Customized registration recommendations prioritized by business need and individual attributes.

## SSL Certificate Management

MarkMonitor offers a variety of SSL Certificates from Symantec, GeoTrust and Thawte and offers the means of tracking certificate use and expiration within our portal.

## Secure and Flexible Access

Custom API and Single Sign On provide safe and secure options for managing portfolios behind company firewalls. Domain Mobile App allows users to complete common domain functions on-the-go.

## Brand Protection Solutions

**Reverse Whois:** A comprehensive Reverse Whois Database with robust searching, sorting and reporting, providing over 212 million current searchable records from both Global Top Level Domains and Country Code Top Level Domains.

**Domain Watching:** Domain Watching enables IP professionals to more easily monitor and understand the level of abuse their trademarks face in various TLDs—including new gTLD registries.

## Building Strategy and Sustaining Results

Designed for global companies who need worldwide, world-class expertise at every level, MarkMonitor Domain Management is an integrated software and services solution that provides complete visibility into the global domain space. Companies can easily and efficiently register, manage and secure their portfolio of domain names—a vital component of their brands and their business.

For additional information on MarkMonitor Domain Management, call us at **1-800-745-9229** or visit **markmonitor.com**.