

DATASHEET

MarkMonitor Research & Advisory Services

MarkMonitor provides a comprehensive suite of domain research and advisory services to help companies maximize value and minimize the costs associated with the management of large corporate domain portfolios. These services, which are complimentary for existing clients, combine MarkMonitor industry-leading technology with our real-world know-how to deliver actionable results. With more than 15 years of experience managing the world's largest and most valuable domain portfolios, our expertise is unmatched.

Domain Portfolio Optimization

Employing a proprietary scoring algorithm, MarkMonitor experts perform data-driven technical analysis of domain holdings in order to assess perceived value for each domain name to identify intelligent portfolio adjustments and areas for cost-savings. This exercise also examines domain name utilization in order to help maintain that domain assets are realizing maximum value and pinpoints registration gaps.

Discovery & Consolidation

MarkMonitor technology identifies domain names that are clearly registered or show ownership by a company, but have not been registered through authorized channels. Rounding up and consolidating these rogue, lost or forgotten registrations enables more efficient management of a domain portfolio. Other benefits include the ability to ensure website content and Whois records remain standardized in order to maintain consistent online branding.

Customized Availability Report

Our General Availability Report is a focused investigation of domain names that may be available for registration in specific brands or brandstrings, whether in popular TLDs (top 25/50/100) or in particular geographic regions. This is useful for determining domain availability prior to a brand launch,

for identifying domain registration gaps in a portfolio or when taking the first steps to obtain a worldwide branding presence. Misspelling Reports are offered to assist in defensively registering domains that are the result of typographical errors and Wildcard Reports search for domains that may be using your brand or trademark in an unauthorized manner in domain names. For domains that are taken, complete ownership details are included.

New gTLD Consultation

MarkMonitor provides a thorough analysis of company brands and trademarks in order to impart an understanding of the impact of new gTLDs on a corporate domain portfolio. A tiered plan is offered for proactively protecting brands and trademarks in specific popular, risky and business-related gTLDs, enabling companies to confidently move forward as the landscape evolves.

Content & Site Resolution

Maximize the value of every domain name in a portfolio by confirming your traffic is directed to live content. Each domain is checked to determine its status (live or not), and resolution is categorized as company content, parking, pay-per-click, non-company related, etc.

Private Consultations

We provide guidance on policies, internal workflow, best practices, valuations and new product launches. Speak directly to domain industry experts, each of whom have over 10 years of industry experience.

Protecting Revenues and Reputations

As the global leader in online brand protection, MarkMonitor provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands.

More than half the Fortune 100 trust MarkMonitor to protect their brands online.

See what we can do for you.

MarkMonitor Inc.

U.S. (800) 745-9229

Europe +44 (0) 207 433 4000

www.markmonitor.com

About MarkMonitor

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust. For more information, visit markmonitor.com or call us at **(800) 745-9229**.

About Clarivate Analytics

Clarivate Analytics accelerates the pace of innovation by providing trusted insights and analytics to customers around the world, enabling them to discover, protect and commercialize new ideas faster. We own and operate a collection of leading subscription-based services focused on scientific and academic research, patent analytics and regulatory standards, pharmaceutical and biotech intelligence, trademark protection, domain brand protection and intellectual property management. Clarivate Analytics is now an independent company with over 4,000 employees, operating in more than 100 countries and owns well-known brands that include Web of Science, Cortellis, Derwent, CompuMark, MarkMonitor and Techstreet, among others. For more information, visit clarivate.com.