Crucial Domain Assets Require Extraordinary Security Measures

With the value of critical Internet properties running in the hundreds of millions of dollars, it is no surprise that competitors, opportunist and even disgruntled employees may attempt to hijack domains.

Even when the temporary—or not so temporary—loss of a domain is purely accidental, revenue losses and brand erosion can be staggering.

The risks—which naturally vary with a domain’s importance to a business—are omnipresent. Secure, confidential domain registrations can also be important before product launches, mergers and acquisitions and during other transition periods.

It makes sense, then, to effect special security measures for valuable domains.

Optimize Registration Security Levels for All Your Internet Properties

MarkMonitor Domain Security Services enable enterprises to maintain the precise level of security and confidentiality needed for each domain property—optimizing both security and budgets—by offering varying levels of domain “secrecy,” restrictions on domain registration changes, controlled access to domain management resources and notifications of changes when they do occur.

As with our other Domain Management Services, customers can depend on a level of service and expert guidance unparalleled in the industry.

Seven Kinds of Protection—for the Optimal Level of Security

MarkMonitor Domain Security Services include:

- **Two-Factor Authentication** strengthens typical username and password account access through the use of tokens and mobile applications, making it vastly more difficult for scammers to gain access to valuable domain data.

- **Domain Masking**, available in two security levels, keeps domain ownership confidential, so the market learns of your new product or service only when you want it to. **Standard Masking** is registered through MarkMonitor and is visible on the MarkMonitor Domain Management Portal; the registrant appears as a third-party entity. **Super Masking** affects registration through a third-party Registrar, so that even MarkMonitor is not shown as the Registrar.
Mission-Critical Domain Security combines maximum domain license renewal periods with domain locking, which allows registration changes only after the completion of a client-specified security protocol. For .com, .net and several ccTLDs, MarkMonitor offers additional locking at the Registry level with Premium Locking. Further Registrar protocols—available only through MarkMonitor—must be completed before changes can be made.

Portal Access Control enables clients to prevent off-premises registration tampering by allowing MarkMonitor Domain Management Portal access only from specified IP addresses.

Secure Account Management automatically notifies a specified, secure email address when changes are made.

Password Management options can force password changes every 30, 60 or 90 days.

DNS Monitoring can help identify unauthorized DNS updates by scanning each domain name under management. If a discrepancy is found between the DNS listed in the MarkMonitor Domain Management Portal and the DNS listed at the Registry, an alert will be triggered.

Because MarkMonitor provides comprehensive Domain Management Services, our experts are ideally positioned to advise clients in the selection of Domain Security features which best suit the needs of each enterprise.
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.

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