

DATASHEET

MarkMonitor New gTLD Advisory Services

The addition of hundreds of generic Top-Level Domains (gTLDs) has created an unprecedented new landscape full of challenges and opportunities for domain managers and brand owners. MarkMonitor provides an unparalleled suite of complimentary consultative New gTLD Advisory Services designed to help companies arm themselves with a strategic understanding of the impact of new gTLDs on a corporate domain portfolio, enabling them to confidently and proactively protect valuable brands and trademarks as the tableau evolves.

New gTLD Consultation

MarkMonitor specialists thoroughly analyze company brands and trademarks so they can make recommendations regarding the over 600 new gTLD extensions. Current registration patterns are reviewed in a full landscape examination of the new gTLDs currently in General Availability and direction is provided on the Trademark Clearinghouse (TMCH), Blocking Services and new gTLDs on deck. Companies are provided with data, which will assist in determining whether they should take a conservative, conventional or aggressive approach.

New gTLD Base

Registering in every new gTLD is expensive and impractical, and the sheer number of new extensions can be overwhelming. This service provides an introduction to the new gTLD space, detailing the top 10, 20 and 30 new gTLDs that companies operating in the online space should consider registering across

their top brands and brandstrings, along with a list of 15 specific industry-related new gTLD extensions.

New gTLD Nexus

The new gTLDs are made up of such a large variety of right-of-the-dot terms that it may be interesting for companies to step back from conversations focused on how to defend against them and instead take a look at the opportunity they present. Opportunities for short, memorable URLs that are geo-specific, buzz-worthy or specific to niche markets abound. We make strategic domain name registration recommendations based on current company brandstrings and domain holdings.

New gTLD Resolution

It makes good business sense to try to realize a return on investment by bringing any company registered new gTLD domain asset live. Companies will benefit from any visiting traffic with possible increased website conversion rates, while gaining business intelligence into the ongoing value of each domain name. Thorough analysis of new gTLD domain name assets with recommendations on how and where to bring the domains live with content are provided.

For more information on new gTLDs, or if you are interested in learning more about the MarkMonitor .Brand Registrar Services, visit markmonitor.com or call us at **(800) 745-9229**.

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.