



Be First In Line with DomainDefend



Did You Know?

Every day, tens of thousands of previously-owned domain names become available for purchase. **Is your trademark among them?**

DomainDefend monitors and notifies IP owners of aftermarket-listed and soon-to-expire domain names that contain their trademarked terms. **This early warning allows IP holders to backorder where appropriate and gives front-of-line access to subscribers** to buy listed domains at a flat rate prior to their being listing on auction sites to the general market.

How it Works

- A list of trademarked terms is provided to our team for review and keyword correlation.
- Proprietary software continuously scans for domain names entering the market that match the defined terms.
- Notices are sent for review immediately, allowing IP owners to act, if desired, prior to the general public.

Why it Matters

- Ongoing monitoring of soon-to-be-available domains for trademark abuses lets IP owners act, if needed, before a bad actor can. This reduces use of time-consuming and expensive legal remediation like UDRP.
- Get “front-of-line” access to these domain names to increase likelihood of successful registration upon expiry or acquisition via aftermarket auction.
- Gain more control over domain spending by securing names at a flat rate rather than letting a potentially costly auction process dictate domain spend.

Contact our experts to learn more.
(208) 389-5740