

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



The Global Leader in Enterprise Brand Protection

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

Customers choose MarkMonitor to preserve their marketing investments, revenues and customer trust based on the company's unique combination of industry-leading expertise, unrivaled methodologies and extensive industry relationships. Unparalleled experience in developing and implementing brand protection strategies for global corporations has led more than half the Fortune 100 to trust MarkMonitor to protect their brands online.

Global Opportunities, Global Risks

Brand equity is one of the hallmarks of great companies and a prized asset, directly impacting revenues, reputation and customer relationships. In the digital world, brand equity is crucial to establish and maintain trust. Due to the inherent openness and anonymity of the Internet however, brands face a constantly evolving and sophisticated array of online threats including fraud, counterfeiting, piracy and unauthorized distribution channels.

An Integrated, Comprehensive Approach to Online Brand Protection

At MarkMonitor, we believe a holistic approach—encompassing systematic prevention, detection and rapid response across all aspects of online brand abuse—is most effective at defending global brands.

We combine this three-pronged strategy with a commitment to customer service and online brand protection expertise which is unsurpassed in the industry. These, together with our corporate focus, have enabled MarkMonitor to achieve consistent, near-perfect customer satisfaction ratings from some of the most demanding organizations in the world.

Quick Facts:

Founded:

MarkMonitor was founded in 1999 and has also been an ICANN-accredited domain registrar since that date. MarkMonitor became part of Thomson Reuters Intellectual Property & Science business in 2012.

Locations:

MarkMonitor is headquartered in San Francisco with major offices in Boise, the Washington, D.C. metro area and London.

Customers:

MarkMonitor counts over half of the Fortune 100 as customers.

Strategic Alliances:

MarkMonitor has aligned itself with industry leaders to establish the broadest brand protection network available.

To support global companies who need highly responsive, worldwide support at every level, MarkMonitor also offers a full range of services—from strategy development and best practices consultation to custom reporting and enforcement services.

The MarkMonitor Brand Protection Platform

The MarkMonitor Brand Protection™ Platform is a modular, customizable and integrated suite of hosted solutions and services that enable each organization to mount an optimal defense against online threats to its brand.

Leveraging three key elements—unparalleled access to online data; patented technology and algorithms which detect, filter and prioritize actionable data; and automatic enforcement capabilities that enable rapid response—each solution within the platform addresses a specific area of online brand abuse:

- **MarkMonitor Domain Management™** protects an enterprise's portfolio of domain names by providing complete visibility, control and security over global domains
- **MarkMonitor Brand Protection** protects against trademark abuse, counterfeit sales, cybersquatting, brand impersonation and other online threats
- **MarkMonitor AntiPiracy™** protects an enterprise's revenues against the illegal distribution and promotion of pirated digital content
- **MarkMonitor AntiFraud™** protects an enterprise's reputation and customers against phishing attacks that can erode brand equity and customer trust

Strategic Alliances

As an acknowledged industry advocate for brand owners and an ICANN-accredited registrar since 1999, MarkMonitor brings a wealth of industry knowledge and insight to brand protection.

Through its network of strategic alliances with other registrars, top ISPs, major software developers and standards groups, MarkMonitor has unrivaled access to online data that enables us to more quickly and efficiently prevent, detect and shut down online brand abuse.

Protecting Revenues and Reputations

As the trusted provider to the world's largest brands, MarkMonitor is the online brand protection leader. With its world-class technology and industry-leading expertise, MarkMonitor provides top brands with innovative, effective solutions which protect their revenues and reputations.

For additional information on MarkMonitor, our solutions and services, visit markmonitor.com or call us at **1-800-745-9229**.

Benefits:

- Broadest access to data
- Most relevant results
- Automated enforcement
- 24x7 service and support



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See what we can do for you.

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