

MarkMonitor® protects 9 of the 10 most trafficked websites in the world.

Domain Management: Establish and Defend Your Brand Online



Successful companies rely on a global Web presence to build and strengthen their brands. This requires constant, active management of their portfolio of domain names — both to take advantage of new opportunities, and to prevent brand abuse that can undermine brand equity and revenue.

Unfortunately, constant change in global domain industry regulations can make domain management a confusing, time-consuming and error-prone activity, especially for large, global enterprises.

Gain Visibility and Control of Global Domains

MarkMonitor Domain Management™ allows companies to easily and efficiently register, manage and secure their portfolio of domain names — a vital component of their brands and their business.

An integrated software and services solution, already used by well over half the Fortune 100, MarkMonitor Domain Management provides complete visibility into the global domain space. With MarkMonitor Domain Management, you can prevent online brand abuse through offensive and defensive domain registration, detect gaps and proactively seize opportunities by consolidating and intelligently managing registrations, and respond rapidly to recover and reclaim domains when events dictate.

Domain Management Highlights:

- **Delivers cost-effective enterprise-wide domain management**, enabling secure registration from any location, leveraging the industry's most powerful suite of ordering, tracking, transaction management, approval workflow, and documentation tools
- **Assures and enhances portfolio management effectiveness** through unparalleled support and a full range of services
- **Provides domain status worldwide**, identifying issues and opportunities quickly, easily, and proactively through a seamlessly consolidated domain view and the industry's most comprehensive domain rules and requirements list
- **Ensures domains are safe** with a "hardened" portal and a full suite of premium security solutions, including advanced security measures at the registrar level—and, security services to lock domains down at the registry level
- **Maximizes global domain visibility** and cuts complexity by simplifying the consolidation of domain registrations
- **Enables efficient domain recovery** when M&A, product launches, and other events dictate, with services from the trusted leader in domain portfolio management for global corporations

A Cornerstone of the MarkMonitor Brand Protection Platform

The MarkMonitor Brand Protection™ Platform is a modular, customizable and integrated suite of hosted solutions and services. The Platform enables any global organization to comprehensively defend its brand online by combining proprietary algorithms with an array of strategic alliances that give MarkMonitor access to the broadest set of Internet data sources in the industry.

With targeted brand attacks on the rise, many enterprises pursue a holistic approach to brand protection, using multiple Platform components. By employing the right blend of Brand Protection Platform components, global enterprises can optimally address their unique brand protection needs.

Expert Customer Service — Plus Optional, Customized Services

With its long experience, enterprise focus and commitment to customers, MarkMonitor is uniquely positioned to deliver the level of service and support global companies have come to expect and need. Every MarkMonitor customer has an expert Client Services Manager, included as part of their brand protection services — just one of the reasons MarkMonitor enjoys a near-perfect customer satisfaction rating.

Optionally, MarkMonitor offers a complete range of services, from comprehensive strategy development and best practices consultation to custom reporting and enforcement services. Leveraging MarkMonitor expertise and services enables enterprises to more effectively protect their brands, while better allocating internal resources. MarkMonitor Services are custom-configured according to each enterprise's needs.

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. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust.

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



As a full-service, corporate registrar, MarkMonitor offers a complete range of domain services:

- Registrations, renewals and transfers
- Domain recovery, backordering and masking
- Domain sales
- Standard and Premium DNS
- UDRP and URS administrative services
- Local presence
- Advanced domain locking
- Mission-critical domain security, including Two Factor Authentication
- SSL certificates
- .Brand Registrar Services
- Trademark Clearinghouse Services

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

See what we can do for you.

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