

Digital Brand Protection Services (DBP)

YOUR COMPANY has spent thousands of dollars registering domain names, trademarks, and service marks to protect your valuable intellectual property. But do you know the answers to the following questions?

- Who siphons the value of your brand on the Internet?
- Who protects your global domain names, logos, and revenue from third-party traffic diverters?
- What is your plan to deal with unscrupulous revenue diverters?
- Do your partners update the necessary product and service information on their Web sites and do they meet your transaction-security requirements?

If you are unable to answer any of these questions, you need to revise your strategic position on digital brand protection (DBP). DomainMart's Digital Brand Protection Services provides optimal global-brand reach and puts a stop to revenue drain caused by third-party sites, saving you valuable time and money.

Key Features

Identification: Our experienced DBP consultants and your representative tailor a strategy to satisfy your company's needs, beginning with

- contact persons within your organization to interact with DomainMart
- words/phrases that require protection
- analysis of third-party revenue diverters that includes country- and language-specific search engines, rating/review sites, and opinion sites
- monitoring of items on partners' sites (such as price and product offerings) so that they reflect accurate information and proper disclosure of representation.

Gap Analysis: Together we evaluate your existing protection level and develop an action plan. The action plan is based on a cost-benefit analysis of tradeoffs between potential legal and marketing costs and sales revenues.

Active Protection:

Here's what DBP does for you:

- Implements an action plan.
- Monitors infringements.
- Provides a report and an invoice each quarter.
- Offers consultants on an as-needed basis to enhance your portfolio of digital assets.



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Optional Components:

- Domain Name Management
- Trademark Protection
- Third-party Sites Monitoring
 1. Relationship sites
 2. Revenue diverters

Corporate Domain Management

Protecting your corporate brands and business names on the Internet

Your company has spent thousands of dollars registering names, trademarks, and service marks to protect your valuable intellectual property. But have you protected your company's names, brands, and trademarks on the Internet?

For example,

- Do you have a centralized domain registration policy or is each department on its own?
- Who is responsible for managing your corporate domain names? What happens when that person leaves the company or gets transferred to another division?
- Do you have a response plan if someone starts using a similar domain name for a porn site?

These situations have an enormous financial impact on a company, in terms of legal costs incurred and, more important, the company's reputation. Employing an effective digital-brand protection and management strategy protects against these risks.

Developing a strategic approach

Companies have just started incorporating a strategic approach to domain-name management. Such strategy reduces the risk of failing to protect their valuable brands and business names and optimizes their online brand presence.

Domain management by DomainMart eliminates costs related to administration, security, renewal, local-presence requirements for international domain names, and brand protection.



Trademark Protection

In an ideal world you register every product and brand name as a federal trademark in the U.S. and in every other country. Unfortunately, the cost of such action is prohibitive and unjustifiable in most cases.

With DBP on your side, you achieve the optimal combination of global registered trademarks, common-law trademarks, and service marks, within your allocated budget. TM-it.com database offers a great affordable alternative to country-by-country registration. Moreover, the database protects your common-law trademarks (TM) and service marks (SM) against litigation brought by a third party.

For your international trademark needs, we are partnered with a major international law firm to provide such global services.

Why Choose DomainMart?

We are experts in online brand management and protection. We have been providing sound advice and one-to-one customer support to international companies since 1996. We are uniquely positioned to register, act as a broker/agent, and handle trademark management for your domain names.

Domain names are our core business. As such, we understand the policies and procedures regarding all registration services across all major gTLD spaces such as .com, .net and .org, as well as country codes such as .com.au, co.uk and co.nz, to name a few. This is extremely important as your company seeks to operate in an increasingly global economy.

Our clients span five continents, including Darkreach Communications International Pty Ltd (Australia); Eco Bank (Benin); ID-Gruppe (Germany); Pair Group (Hong Kong); dangerdave.com (Russia), MUTV, Birmingham International Airport (UK); and Network Solutions/VeriSign, PG&E, The Perrier Group of America, United Media, and Wells Fargo Bank (U.S.).

Monitoring Third-Party Sites

Monitoring Partner/Relationship Web sites

Affiliate and partnership programs have become an integral part of each company's online marketing strategy. Third-party sites must meet your standards to avoid any adverse effect that non-compliance might have on your brand name.

DBP monitors these sites so that you concentrate on your business. More specifically, we

1. monitor any violations by Web sites that have already established a business relationship with your company; and
2. find Web sites that want to establish a business relationship with you, such as joining your affiliate program.

Your DomainMart service ensures:

- proper use of your logos and brand name
- correct representation of relationships (e.g., affiliate, customer, partner, vendor)
- display of the most current product information
- no use of disruptive technologies, such as pop-up ads or "spawning"
- no objectionable content
- satisfactory customer service
- customer-shopping experience that meets your standard
- secure transmission of sensitive information
- proper connection of links.

DomainMart collects, analyzes, and presents to you DBP information in an easy-to-view format. Then our DBP consultants make action recommendations.

Monitoring Revenue Diverters

Third-party Web sites siphon the value of your brand name by registering various domain names. Moreover, through their sites, they

- create search-engine magnets that use your brand names in Web page tags and content to achieve high ranking on search engines. Thus, a current or potential customer searching for your brand in search engines gets diverted to their sites.

Studies show that more than 20% of all search-engine users don't reach their desired destination. Furthermore, over 80% of traffic to an average site originates from a search engine. Thus, diverters are a serious threat. Even if a potential customer reaches your site, these unscrupulous sites could have already caused considerable damage to your brand name without your knowledge.

- claim a false relationship with you
- sell your physical and digital assets without your knowledge
- sell counterfeits or imitations under your brand name.

And in many cases those third-party diverters are pornographic or hate sites.

Our proprietary software is designed to detect such violations. We analyze and present the information to you in a concise format with recommended action.

Try our value-oriented DBP Services.

For inquiries, contact us at

<http://www.DomainMart.com>