

# Corporate Domain Management (CDM)

## Who Protects Your Corporate Brands and Business Names on the Internet?

**Y**OUR COMPANY has spent thousands of dollars registering domain names, trademarks, and service marks to protect your valuable intellectual property. But are your company's names, brands, and trademarks protected on the Internet?

- How many domain names does your company own?
- Does every department have an independent domain-registration policy?
- Who manages your corporate domain names? When that person gets transferred or leaves the company, who becomes responsible for your corporate domain names?
- When a site that spouts pornography uses a domain name similar to yours, do you have a response plan?

## Developing A Strategic Approach

An ad-hoc approach to managing your corporate brands and domain names on the Internet wastes precious financial resources on legal costs and unproductive use of your employees' time. The cornerstone of your company's future is its brand and reputation. Simply through inattention on your part, unscrupulous porn-site operators can place a stain on the basic building block of your company.

Companies have just started incorporating a strategic approach to domain-name management. They realize that effective digital-brand protection reduces their financial exposure, optimizes their online brand presence, and preserves their hard-earned reputation. At DomainMart we eliminate costs related to administration, security, renewal, local presence requirements for international domain names, and brand protection.

**DomainMart's Corporate Domain Management Service eliminates costs related to administration, security, renewal, local presence requirements, and brand protection.**



### Service Components:

- Identification
- Portfolio Consolidation
- Single Billing and Reporting
- Account Management Relationship
- Active Management

### Key Features

With your representative, our experienced CDM consultants perform a detailed analysis of your existing domain-name portfolio. Together we tailor a strategy to satisfy your company's needs. We also help you determine other names that you may require and the optimal brand-name protection method that is appropriate for your company. After we consolidate your portfolio under one account, our CDM consultant and dedicated customer-service staff are available to meet your ongoing needs. Each quarter we provide you with a report and an invoice. And at any time you require, our CDM consultant is available to enhance your portfolio of digital assets.

Here's what our service includes:

#### Identification

- comprehensive review of all existing domain names
- availability of desired names that are not currently owned by the company
- strategic positioning of domain-name requirements in new domain spaces (e.g., .biz, .info) and other country-code spaces (e.g., .jp, co.uk and .co.nz)
- competitive analysis regarding intellectual-property protection

#### Portfolio Consolidation

- transferring and centralizing of domain names within your company to one account managed by DomainMart
- registering other name requirements
- updating domain-name details, e.g., administration and technical contacts
- providing highest level of security (lock-down security), for the gTLD domain names within the portfolio

#### Single Billing and Reporting

- consolidation of expenses into one quarterly invoice
- a list of names under management, transaction status, and renewals pending

#### Account Management

- ongoing strategic advice regarding domain-name requirements to enable continued brand presence and protection
- one-to-one customer service
- Web-based Account Control Panel, which provides real-time information regarding your Domain Name Portfolio

#### Active Management

- flagging renewals to ensure retention of your valuable names
- assisting with new registrations, modifications, changes, transfers, and other functions related to your domain names
- selling domain names that no longer fit within your corporate portfolio
- monitoring intellectual-property violations
- implementing a flexible 3-step recovery and acquisition procedure for names registered to a third party
  - Step 1: research and contact current registrant
  - Step 2: anonymously negotiate with current registrant
  - Step 3: transfer ownership and escrow funds, if applicable

### 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.).

**For inquiries, contact us at**

**<http://www.DomainMart.com>**