

“Although it will offer them [trademark owners] great new marketing opportunities, it also will make protecting their marks online far more difficult and expensive.”

— InsideCounsel Magazine

Top-Level Domain Advisory Services: Creating the Right Strategy for Your Corporation



As the Internet domain namespace opens up to an unlimited number of new generic Top-Level Domains (gTLDs), global corporations will gain an unprecedented chance to operate their own “islands” on the Internet and capitalize on many branding and security opportunities. But risks abound, too: gTLDs could be sought by organizations with competing trademarks, resulting in lost traffic and brand degradation. Additionally, the new gTLDs may offer fertile ground for cybersquatting and other brand abuses.

Expert Guidance

Whether corporations plan to acquire and operate a gTLD to enhance their brands, or take a proactive approach to defending their brands during the application process and beyond, MarkMonitor® can help with a range of Top-Level Domain Advisory Services. These services are designed to help companies understand the issues, develop the right strategy, integrate back-end Registry systems and implement brand protection solutions.

As the world’s largest corporate Registrar, and with deep experience advising global corporations on complex domain issues, MarkMonitor brings unrivalled expertise to the new gTLD expansion. Coupled with relationships with key industry constituencies—ICANN policy makers, back-end Registry operators, and others—this expertise uniquely prepares us to assist corporations with gTLD strategy.

Top-Level Domain Acquisition and Management Services

	Highlights	Benefits
Strategy Development	Performs opportunity and risk assessment, plus investigation and research to enable informed "go / no-go" decisions.	Helps companies develop the optimal strategy for leveraging opportunities and limiting risks, by determining the potential impact of alternative TLD scenarios.
Application Submittal	Helps prepare and submit ICANN application, assists in responding to potential objections and string contention, and facilitates pre-delegation procedures.	Enhances a company's chances of successfully acquiring a branded or industry-based TLD by leveraging ICANN experts with thorough knowledge of the application process.
Implementation and Launch	Manages the overall implementation and testing of the registry system, as well as all operational and procedural aspects of the launch. Coordinates with selected third-party registry operators and registrars to facilitate a successful launch.	Experience a trouble-free, successful launch by leveraging the deep understanding of MarkMonitor regarding TLD-launch policies and rights protection mechanisms and procedures. Benefit from our ongoing relationships with all third-party providers involved in the process.
Ongoing Operations and Compliance Monitoring	Provides post-launch guidance and ongoing TLD operation and maintenance support. Services include ongoing domain registration and management, implementation of TLD policies, content monitoring and ICANN advocacy.	Maximizes return on TLD investment by reviewing and/or refining TLD processes and procedures while monitoring domain registrations and web content for non-compliance.

Brand Protection Strategies

	Highlights	Benefits
Objection Filing and Dispute Resolution	Identifies potential TLD applications posing brand threats and provides assistance in filing objections and corresponding with the designated dispute resolution service provider.	Helps to prevent the creation of unwanted TLDs which threaten your brands.
Defensive Registrations and Brand Monitoring	Provides guidance on defensive domain registration in new TLDs, and technology for detecting and responding to brand infringement in new TLDs.	Helps minimize brand abuse within new TLDs as they emerge.

MarkMonitor Services: Strategic Guidance and Superior Support for Comprehensive Enterprise Brand Protection

MarkMonitor Top-Level Domain Advisory Services are designed for global companies who need the highest level of strategic guidance and service for their worldwide domain name portfolios. MarkMonitor also offers a range of strategic professional services and custom-configured managed services. These services help companies maximize their brand protection impact and realize immediate and sustained ROI.

Uniquely positioned to provide unsurpassed brand protection services.

MarkMonitor focuses exclusively on brand protection for corporations and is the world's largest corporate domain registrar (ICANN-accredited since 1999). Our strong relationships and alliances with industry organizations, other registrars, ISPs, standards groups, exchanges and security vendors enable us to more quickly and efficiently prevent, detect, and shut down online brand abuse.

For additional information on Top-Level Domain Advisory Services and other MarkMonitor service offerings, call us at 1-800-745-9229 or visit markmonitor.com.

More than half the Fortune 100 trust MarkMonitor to protect their brands online. **See what we can do for you.**

MarkMonitor Inc.
 U.S. (800) 745-9229
 Europe +44 (0) 207 433 4000
www.markmonitor.com

Boise | San Francisco | Washington, D.C. | London

© 2016 MarkMonitor Inc. All rights reserved. MarkMonitor® is a registered trademark of MarkMonitor Inc., part of the Intellectual Property & Science business of Thomson Reuters. All other trademarks included herein are the property of their respective owners. MarkMonitor solutions are protected by US patent rights, including US 7,346,605. Other patents pending. All new gTLD services and solutions offered by MarkMonitor are pending final rules and requirements set forth by ICANN. Source Code: DSTLD11212013

MarkMonitor®
 PART OF THOMSON REUTERS