

MarkMonitor registers more corporate domain names than any other Internet registrar.

— webhosting.info

## Domain Advisory Services: Deep, Corporate-focused Expertise Where Strategy Matters Most



**Domain portfolio management is at the core of protecting and enhancing brands online. Yet in today's rapidly evolving global business and online environment, even the largest global enterprises may not have the internal resources and expertise needed to protect their interests. This holds especially true at certain critical junctures such as during mergers and acquisitions or when a new product is launched.**

**Meanwhile, as the online world rapidly evolves, domain portfolios — together with their associated costs and risks — can quickly get out of hand. Intelligently trimming portfolios and managing their growth calls for strategic vision and expert judgment.**

### Expertise Advising the World's Largest Corporations

MarkMonitor® Domain Advisory Services give global enterprises the expertise, resources, and confidence to achieve key marketing, competitive and cost-reduction goals while protecting and enhancing their brands online.

With the industry's deepest experience in managing global domain portfolios for more than half of the Fortune 100, MarkMonitor brings unrivaled expertise to these endeavors. Our technology-enabled consulting services help us to advise some of the world's largest enterprises on how to minimize the time, cost and complexity involved with managing their valuable domain portfolios.

At every step of the domain management lifecycle, MarkMonitor brand consultants comprehensively employ highly evolved risk assessments, proven methodologies and proprietary practices to achieve exceptional domain portfolio success.

The Domain Advisory Service practice areas include:

	Highlights	Benefits
Domain Portfolio Review and Evaluation	Comprehensive risk assessment, recommended Ideal Domain Portfolio and comprehensive internal policy documentation to support ongoing portfolio management.	Provides recommendations for maximizing domain portfolio value while minimizing brand risk. Provides strategies for ongoing, streamlined maintenance through proven domain management best practices. Supports and enhances business and marketing objectives.
Domain Portfolio Consolidation	Locates and catalogs domain names across multiple business units and registrars, consolidates them into a single repository and facilitates ongoing portfolio management.	Efficiently completes an otherwise difficult and potentially inaccurate effort, in support of a global domain strategy. Leverages MarkMonitor expertise to facilitate the safe and accurate transfer of domains. Reduces portfolio complexity and maintenance costs, while improving portfolio visibility and control.
New Product Launch Support	Confidentially provides domain name clearance and availability, masks new domains during the pre-launch period and monitors for potential naming infringement throughout and after the launch cycle.	Protects new product and brand investments, prevents domain-related launch delays and enables consistency with existing global domain strategy. Safeguards valuable brands — new and old — and facilitates online marketing efforts.
Merger and Acquisition Due Diligence	Identifies and analyzes target company's domain portfolio ownership, recommending next steps for portfolio consolidation. Administers necessary transfers, recommends new registrations, and monitors for infringement.	Meets critical need to identify and incorporate target company domain portfolio efficiently, while minimizing risk during and after transition period.
Top-Level Domain Advisory Services	Assists in developing the right TLD strategy to support corporate goals. Provides guidance for acquiring, implementing and operating a branded TLD. Monitors for and responds to potential infringement during application process and beyond.	Provides the strategic guidance global enterprises need to determine the right TLD strategy. Leverages comprehensive services and deep expertise to seize business opportunities and minimize risks associated with the advent of branded and industry-based TLDs. Assists in disputing TLD applications threatening your brands and protects brands from potential abuse as new TLDs emerge.

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

MarkMonitor Domain Advisory Services are designed for global companies who need the highest level of strategic guidance and service. MarkMonitor also offers Brand Advisory and Anti-Fraud Advisory Services, as well as Managed Services designed to help corporations identify and respond to online brand threats on a day-to-day basis.

**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). As a recognized industry advocate for brand owners, 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 Domain Advisory Services and other MarkMonitor service offerings, visit [markmonitor.com](http://markmonitor.com) or call us at **1-800-745-9229**.

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

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