

Domain acquisition service

NetNames Platinum Service

With soaring numbers of professional cybersquatters and domainers threatening online brands, it is essential for brand owners to secure a successful acquisition strategy to safeguard brand names on the Internet. Research by E-tailing Group in its merchant survey indicated that most customers type URLs into a browser when searching for a retail website. Typosquatters prey on such opportunities and lead customers way from legitimate websites to squatted sites. NetNames is familiar with the dynamics of the domain name market, and assists brand owners and IP professionals through its expert 'domain acquisition service', to confidently secure, manage, negotiate and attain domains that are critical to a business.



Why NetNames?

Experienced partner:

NetNames has built up years of expertise in the service of domain name acquisitions since 1999, and is considered as one of the world's best domain acquisition consultants in the industry.

Cost effective solutions:

The effort allocated in trying to obtain hi-jacked domain names, when calculated against the perceived value of the domain is usually highly overrated. Based on NetNames' experience, majority of domain disputes can be resolved through negotiations prior to formal dispute resolution and avoid unnecessary costs and expensive legal battles.

A managed service for peace of mind:

Whether it is paid google searches, domain tasting or pay-per click sites, savvy domainers will misuse your business reputation to generate income by whatever means possible. NetNames has a reputable domain acquisition service, with a proven ability to help clients establish the best possible chance of successfully acquiring domain names online. A dedicated team will fully focus on investigating, managing and acquiring the required names on behalf of clients.

The process

Step 1 - Start up investigation

NetNames' unrivalled network connections in the domain market can often establish dialogue where others cannot. The start up investigation will involve:

- > Identification of the legal registrant
- > A full proposal on how to proceed with the case

Step 2 – Brokerage & transfer

The brokering stage is a large part of the acquisition process and can sometimes be a lengthy one. The NetNames team is armed with effective valuation models to understand how to confidently adapt negotiation techniques to match seller techniques to complete the brokerage service. The NetNames brokerage service will involve:

- > Access to NetNames expertise, network, and negotiators
- > Negotiations with the seller
- > Secured payment via escrow

NetNames know how to secure a domain at each step of the deal to avoid costly procedural mistakes that could risk the transfer of a domain name. The NetNames transaction service includes:

- > The escrow process for transferring funds
- > Administrating the transfer of the domain name ownership from the seller to NetNames, and subsequently to the client

While every attempt is made to communicate with the legal owner of the domain name, there are no guarantees that NetNames will receive a response. In this instance, the acquisition case would either be closed, or clients will receive information on other NetNames Platinum Service legal recovery services such as:

- > Domain Monitoring and Alert – tracks domain registrations containing a company's keywords
- > Brand Monitoring - tracks website content and data sources containing a company's keywords
- > Legal recovery – legal recovery of domain names containing trade marks and related terms
- > Domain name backordering - applies to non-critical, low competition domain names
- > The sale of domain names on behalf of client
- > Typosquatting audit – identifies who is typosquatting a company's brand name