

NetNames Domain Monitor

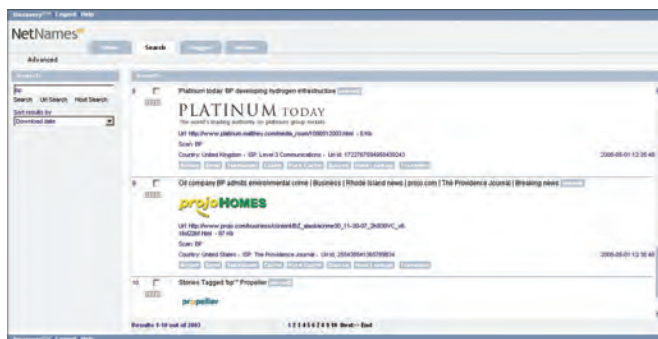
Protection for your brand, control for you!

Your brands represent the values, quality and personality of your products and your company. But you can't build a major brand these days without attracting opportunists and outright criminals. And the first step in most of their scams and frauds is securing an Internet address that looks as if it might be associated with your company.

Every day of the year, thousands of new domain names are registered with malice in mind. Phishing attacks, cybersquatting and various forms of brand hijacking all revolve round confusing or deceptive domain names, while other scammers are content to set up 'click farms' and use well-known names to lure pay-per-click traffic to their sites. This is all potentially damaging to your brand, and some of it poses real threats to your customers and your business. Yet the sheer scale of the problem means manual monitoring is doomed to failure.

Domain Monitor from NetNames is an intelligent, automated system that enables you to keep an informed eye on these potential infringements. It uses data from searches that scan the Internet's DNS zone files, enabling you to see exactly where domain names containing all or part of your brand have been registered, and who has done it. This information is brought to you via a browser-like online interface that helps you slice and dice the data to find just the detail you need.

For example, you can choose simple filters to target activity associated with a particular country, and the system can also sort your results automatically into predefined categories, such as "sale or auction" or "adult content".



The Domain Monitor package

NetNames Domain Monitor makes use of the intelligent 'tripwire' technology that underpins our basic Domain Alert product. But instead of sending simple email alerts, it pieces together a much fuller picture of what's going on and how it might affect your brand. It categorises results and puts you at the controls of a powerful user interface, providing the information you need to take legal or enforcement action.

- > Detect suspicious domain activity before your brand is threatened
- > Target enforcement activity to hit the infringers that matter most
- > Protect your brand assets with today's best online monitoring technology

How Domain Monitor puts you in control

- > Flags up attempts to abuse or exploit your brand
- > Recognises domain registrations that might be used for phishing or fraud
- > Makes real time brand monitoring easy and affordable
- > Uses browser-style control panel to present and sort results

It's simple.

It adds a whole new layer of protection for your domains and brand names.

To find out how NetNames Domain Monitor can help you fight online fraudsters and criminals, please contact:

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