

Domain Name Monitoring Service

Increase visibility and save time with actionable domain name reporting

KEY BENEFITS

▶ **Actionable Reports**

Combine prioritized domain name results with enforcement options

▶ **Quick Response**

Enforcements Reports and documentation enable immediate response to threats

▶ **Global Knowledge**

Our online brand enforcement experts know and understand the complexities of working across borders with numerous restrictions

The Internet – An Unregulated Medium

Domain names are the gateway to global online brand distribution. The same attributes that make the Internet indispensable for promotion and commerce also make brands a potential target for IP infringement. Gaining visibility to brand use is challenging, considering there are over 250 registries and more than 900 top level domain names. Squatted domain names quickly become administrative and legal challenges that strain organizational resources and escalate costs. Since a myriad of rules govern domain names, profiteers often take full advantage of the lack of centralized registration practices which can ultimately result in lost revenue.

Domain Monitoring Provides Actionable Visibility

Client's need more than tools alone to satisfy the demands of maintaining an online presence. Melbourne IT's Domain Name Monitoring Service simplifies online brand management to identify potential domain name offenses. This service includes manually prioritizing domain results using a client-specific risk profile. This actionable report is then delivered to the client. Next, the client receives one-on-one expert guidance in a joint review of the results with a Melbourne IT online brand enforcement professional to assure any enforcement steps are aligned with the client's strategic priorities.

Congruent Services

Online Brand enforcement professionals help organizations save time and reduce expense by assisting with available approaches relative to the client's existing domain portfolio and brand strategy. Their specialized knowledge eliminates guesswork. Options include UDRP/DRP, Domain Acquisition and Website and Phishing attacks shutdown services. Specialized enforcement and investigation services augment in-house counsel to reduce costs and prevent disjointed processes from delaying action.



Domain Acquisition

Companies can acquire domain or brand names that are registered or claimed by a third party. Melbourne IT has successfully recovered domain names previously owned by a competitor, domain squatter, or third party for many clients. The online brand enforcement team can handle the complexities of tedious negotiations, foreign currency conversions and country specific business practices so you can deploy valuable resources elsewhere.

Domain Name Dispute Resolution Services

The online brand enforcement team assists clients in responding to infringement. This team has the capability to initiate and submit Uniform Domain Name Dispute Resolution Policy (UDRP) or Dispute Resolution Process (DRP) actions to have the name transferred or cancelled. Melbourne IT has extensive global knowledge with these actions including directly negotiating dispute resolution with registries.

Website Shutdown

Registries, registrars, and Internet Services Providers collectively provide a portion of the services that enable websites to function. Taking action against fraudulent activity requires specialized relationships. Melbourne IT has built 500 registry, registrar and ISP relationships, along with more than 50 CERT contacts. Our security specialists are deployed in seven response centers in five countries to respond to phishing attacks and abuses to corporate identity in a timely manner. Sites which are shut down are monitored using sophisticated technology to ensure clients are quickly alerted if the sites reappear.

Take the first step today! For more information about our Domain Name Monitoring Services, please visit us at www.melbourneitdbs.com or email info@melbourneitdbs.com.

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KEY DIFFERENTIATORS

► **Scale**

Melbourne IT has a distinguished heritage as Australia's first domain name registrar and has grown into a leading global IT services group.

► **Talent**

It is our talented and dedicated employees who have helped propel Melbourne IT to the top of the industry. By attracting and retaining the best professionals in the business, it is our clients that ultimately benefit.

► **Resources**

Melbourne IT has a team that is experienced in all areas of Online Brand Management; domain name experts and IT professionals who can provide guidance.

