

NetNames Brand Protection

Protecting your brand online has never been more critical:

- Incidents of online fraud and phishing are on the increase by professional scammers and organised criminal gangs
- Domain squatters will attempt to buy website addresses with brand names at the earliest opportunity
- Providers of adult content and gaming use traffic diversion techniques to increase visitors to their own websites
- Counterfeiters sell huge quantities of fake goods online
- Disgruntled employees and lobby groups create damaging websites and use brand names and logos to encourage boycotts

To prevent the above from happening to your organisation, NetNames provides the services, expertise, intelligent systems and actions necessary to keep your brand and revenue safe from fraudsters, counterfeiters and online criminals.

NetNames brand protection services include:

- Anti-Counterfeiting Services
- Brand Infringement Services
- Reputation Monitoring Services

NetNames can save you time and money in identifying, monitoring and prioritising infringements, allowing you to focus on the important work of taking action against the fraudsters.

- NetNames brand protection services are unique and based upon proprietary market leading technology
- Because NetNames is flexible in the range of services provided, you can choose whether you would like an off-the-shelf brand protection solution or a brand protection solution tailored specifically to your needs
- NetNames is the only brand protection supplier that offers a complete suite of products from very low cost entry level solutions, right the way through to comprehensive, complex multi-brand protection services tailored to your business requirements



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Anti-Counterfeiting Services

There has been an explosion in the online availability of counterfeit products, which account for seven percent of all world trade. Fake goods are everywhere on the Internet – in clothing, luxury goods, software, entertainment products, medicines and pharmaceutical products, automotive parts, white goods and high tech products. Basically, if it can be counterfeited it will be counterfeited and online auctions and business-to-business websites provide the outlet for sales worth billions every week.

Each individual Internet auction may seem trivial to the owner of a global brand. But it gets a lot more serious when the same auction is repeated a hundred times, under three different pseudonyms.

To protect your customers and your assets, NetNames helps you monitor the Internet for counterfeit activity. Not just websites, but chat rooms and auction sites, message boards and spam email traffic too. A combination of sophisticated technology and expert analysts scan huge volumes of information, identifying the clues that matter. NetNames does this globally, round the clock, 365 days a year, providing results that can be filtered and prioritised to highlight the most prolific offenders.

The outcome is data and advice to help you take practical action, to issue cease and desist orders, take down illicit auction sites and recover misleading domain names.

Brand Infringement Services

Phishing, cybersquatting and brand hijacking are just some of the online infringement activities that businesses across the globe are subject to on a daily basis, resulting in damaged brands, disgruntled customers and a significant loss of revenue.

The types of online infringement that NetNames scans for include:

- Brand hijacking
- Phishing attacks
- Cybersquatting
- Typosquatting
- Logo abuse (or any content or images related to your brand)
- Domain monetisation
- False claims of affiliation to your brand

Your company has probably spent a considerable amount of time, effort and money building your brands. In order to help protect that investment, let NetNames assist you in fighting back against those who want to profit from your brand.

“ We chose NetNames for three key reasons: NetNames consistently supports our technical teams whenever we need them; NetNames possesses local presence in virtually every country allowing us to acquire and consolidate our global domains in one place; and NetNames offers consultation expertise in ancillary products and services that help protect our brands.

NetNames is not merely a domain name registrar, but also a strategic partner and a virtual extension of Elizabeth Arden’s IT infrastructure, allowing us to focus on our core competencies. ”

Elizabeth Arden

Reputation Monitoring Services

NetNames can help you by:

- Alerting you to potential brand infringements in domain name registrations
- Monitoring for brand abuse in website page content, meta tags and hidden code
- Identifying the unapproved use and modified versions of your company's logos and images online
- Preventing phishing attacks from growing into large campaigns
- Detecting websites who falsely claim to be sponsored by you, affiliated to you, or authorised by your organisation
- Stopping typosquatters using your name in their domains
- Takedown action on infringing websites, auction listings and B2B sites
- Statistics on the amount, type and seriousness of different types of infringement activity

The reputation of your brand has a direct relationship with the value of your brand, and both can be destroyed in a matter of days by frustrated employees, activists, suppliers, competitors or customers writing about your organisation on blogs or in chat rooms.

If this kind of activity is a cause for concern for your company and is having an effect on your business, NetNames Reputation Monitoring Services can help.

NetNames has the capability to scan blogs, forums and brand focused websites for comments and statements which may constitute a reputational risk to your brand. Advanced technologies can analyse the word and phrase usage as well as context surrounding an occurrence of your brand on web pages, blogs and forums in order to determine the relevance and extent of reputational risk. Finally, NetNames can provide you with practical advice on how to address any results which require action.



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" We have a number of very exciting plans for the future and it is important that we ensure the existing brands and trademarks we work with, including those we may wish to register in the future, remain secure online. NetNames will ensure that we don't miss a beat while enabling us to focus more on developing our future products and initiatives. "

Deborah Smith, eBusiness Manager at Coca-Cola Enterprises

" In an increasingly competitive market place, working with NetNames gives us a greater level of administrative control and the necessary support to help secure our brand online. "

P&O Ferries, Andrew Reeves, Chief Information Officer

NETNAMES UK

Prospero House
241 Borough High Street
London SE1 1GA

UK

Tel: +44 207 015 9200
Fax: +44 207 015 9365
Eml: enquiries@netnames.com

Betjeman House
104 Hills Road
Cambridge CB2 1LQ

UK

Tel: +44 1223 372 400
Fax: +44 1223 372 401
Eml: enquiries@netnames.com

NETNAMES FRANCE

Green Side - BP 296
400 Avenue Roumanille
06906 Sophia Antipolis Cedex

France

Tel: +33 497 212 212
Fax: +33 497 212 211
Eml: enquiries@netnames.com

124-126 rue de Provence
75008 Paris

France

Tel: +33 1 48 01 83 60
Fax: +33 1 48 01 67 73
Eml: enquiries@netnames.com

NETNAMES USA

55 Broad Street
11th Floor
New York
NY 10004

USA

Tel: +1 212 627 4599
Fax: +1 212 627 5744
Eml: enquiries@netnames.com

NETNAMES GERMANY

Landshuter Allee 12-14
4. OG Nord
80637 München

Germany

Tel: +49 89 20 400 78 0
Fax: +49 89 20 400 78 10
Eml: enquiries@netnames.com

NETNAMES SWITZERLAND

Staffelstrasse 10
CH-8045 Zürich

Switzerland

Tel: +41 44 204 16 80
Fax: +41 44 204 16 81
Eml: enquiries@netnames.com

NETNAMES NORWAY

Majorstuhuset
Kirkeveien 64 A
N - 0364 Oslo

Norway

Tel: +47 21 54 98 00
Fax: +47 21 54 98 09
Eml: enquiries@netnames.com

NETNAMES SWEDEN

Mäster Samuelsgatan 60
111 21 Stockholm

Sweden

Tel: +46 850 516 472
Fax: +46 850 516 410
Eml: enquiries@netnames.com

NETNAMES DENMARK

Arne Jacobsens Allé 15
2300 København S

Denmark

Tel: +45 33 88 63 00
Fax: +45 33 88 61 01
Eml: enquiries@netnames.com