

NetNames for Legal Professionals

In the past, companies have thought about their domain names as simply placeholders for their websites. In today's brand savvy world however, domain names are much more than this. Domain names are now valuable commodities that can be as valuable as your company's registered trademarks. They therefore need to be protected.

What should domain names be protected from?

- Cybersquatting
- Typosquatting
- Phishing attacks
- Loss of key names due to a lack of renewal

NetNames can help...

If it is the task of the legal department within your company to protect your company's domain names, NetNames is simply the best domain name management, online brand protection, and online security company to help you.

NetNames:

- **Helps** you adopt a domain name strategy and process that suits the strategy of your business
- **Assists** you in focusing on risk aversion for your online brand
- **Provides** concise, professional advice for defensive domain name coverage policies – in most cases it is more cost effective to secure an adequate number of domain names upfront, rather than trying to recover them at a later date
- **Keeps** you informed with up-to-date domain name news on all topics from IDNs to the new gTLDs, therefore new developments should never take you by surprise
- **Delivers** strategic advice for setting up a brand protection policy for your organisation
- **Speaks** your language - NetNames employs qualified trademark lawyers, which means we can act as external members to your legal team

Let NetNames assist you in building an effective policy around domain name management, online security, anti-piracy and online brand protection. This will ultimately enable you to minimise the effect of online IP infringement for your company.



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" NetNames is our domain name registrar of choice. We find them professional, helpful and efficient.

They have worked diligently with us to create an effective domain name strategy to strengthen and protect our brands online.

The ongoing result has been so successful that we won the World Leaders IP Award for Best In-House Domain Name Strategy and Management of the Year 2009.

We are extremely happy with the services they provide and highly recommend them to anyone looking to build and protect their brand(s) online. "

HMV Group

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