

**Corporate  
Brand  
Services**

Service Overview  
**2017/2018**

## Corporate Brand Protection Services

You've built your business and your brand.  
Now how do you secure and protect it?

## Offering professional domain name services on a global scale managed on your terms

101domain offers more domain extensions than any other registrar in the world, and there are a lot of them. With us, you gain access to a full suite of tools and staff of experts to conquer the domain name system worldwide.

We've been around since 1999 servicing thousands of brand owners around the world in all things domain name related.

Leveraging our flexible and robust platform developed over years along with our experienced professionals, we are here to help you address some of the most important issues around your brand and its place on the internet with services that extend well beyond simple corporate domain name management.

We're not only your domain name provider, but your resource for all things domain names.

### Domain management & consolidation

Access our full suite of domain-related services and platform to streamline your portfolio

- Registration & consolidation
- Renewal management
- Acquisition services
- Portfolio review
- Privacy, proxy and trustee solutions
- New TLD launches
- TMCH

### Built-in management tools

We don't dictate how you work with us, you do

- Dedicated account executives
- Domain management
- DNS management
- Billing management
- Contact management
- Helpdesk

### Security is a top priority

With multiple layers of security, rest assured that your services are safe with us

- 2-factor authentication
- Private Registration
- Registry locks
- DNSSEC
- Secure DNS

### Monitoring & Enforcement

We can act as your eyes, ears, and enforcer so you can focus on your business.

- Domain & trademark monitoring
- UDRP/URS
- Alternative dispute resolution
- Cease & Desist letters
- DMCA takedowns
- Case research and investigation

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## Is the name you need already taken? There's a good chance we can get it for you.

Have you found a perfect name for your new, top secret business but someone beat you to it?

Do you need to acquire a highly desired .COM domain name or a name in another country without tipping anyone off?

We understand discretion and efficiency while negotiating the purchase of your desired domain name. Most importantly, we understand the value and sensitive nature of domain names.

Although some owners aren't interested in selling their domain, most are willing to sell at the right price using the right strategy. We have successfully assisted in the discrete and anonymous acquisition of domain names in all price ranges from small transactions up to the seven figures for companies around the world.

Whether it is a valuable .COM or something more exotic, nothing is too complex.

Our experienced negotiators are able to handle any domain extension we support, which is nearly all of them, and in a number of the world's most popular languages which is critical to effective negotiation and transaction completion in every situation.

### Discretion

Your identity remains private throughout the process and through our private registration services, can remain private indefinitely.

### Experience

Leverage our team's years of experience and reputation in successfully negotiating and acquiring thousands of domain names throughout the world.

### Our Network

Utilize our network and industry reach to engage owners who otherwise would not respond to a random inquiry. Many times, owners receive hundreds of inquiries a day and simply don't answer to strangers.

### Assessment and valuation

If you're not sure what value to place on a name or what budget to expect, we can provide a professional assessment and recommendation on pricing and strategy.

### Escrow and clearing services

Our partnerships with leading escrow services and marketplaces make completion of transactions simple. Flexible options are available to meet your business requirements.

## Monitoring & enforcement needs? We have you covered.

It is a well-established fact there are many less than honorable persons out there who attempt to take advantage of others' years of hard work and investment into building valuable brands.

Whether it is a simple cybersquatting case or something more damaging to your brand such as phishing, trademark or copyright infringement, or traffic diversion, we're here to help.

Many companies are not equipped to vigilantly monitor and manage all of the threats that their brands face online day in and day out. If this is the case for you, it makes sense to engage a partner like 101domain to act as an extension of your own resources as well as your go-to resident expert in various monitoring and enforcement tools available to you in the ever changing internet landscape.

Leveraging our flexible and robust platform developed over years, we are here to help you address some of the most important issues around your brand and its place on the internet with services that extend well beyond simple corporate domain management.

### Monitoring Services

We provide reliable monitoring and reporting services to help us act as your eyes and ears online. Use our services to identify problematic issues on a global scale.

- Domain name monitoring
- Trademark monitoring
- Company registration monitoring

### Dispute Resolution Services

We specialize in helping our clients research, prepare and file domain disputes with the National Arbitration Forum (NAF), WIPO or Czech Arbitration Court (CAC)

Including:

- UDRP
- URS
- Nominet
- Other ADR processes

### Enforcement & Takedown Services

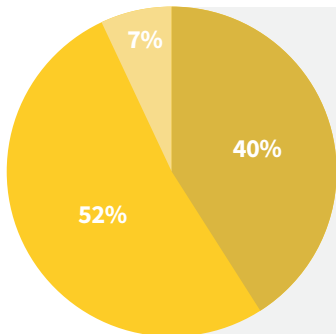
When an infringement issue presents itself, sometimes there are other methods which prove to be effective in enforcing your rights outside of formal disputes or civil complaints. We provide a variety of services and resources to keep your costs down such as:

- DMCA takedowns
- Cease & Desist letters
- Court case research

### Our Network

Utilize our network and industry reach to engage registrants, registrars, web hosts, and ISPs who otherwise may not sufficiently respond to your requests. We are effective at opening communication channels that may otherwise be closed.

## Why Register International Domains?



### Brand Promotion

#### Extend Your Reach

##### TLD Market Share

Country-code top-level domains (ccTLDs) make up a significant share of domain registrations, accounting for 40% of all registered domains.

■ ccTLDs ■ Legacy gTLD's ■ New gTLDs

Source: [research.domaintools.com/statistics/tld-counts/](http://research.domaintools.com/statistics/tld-counts/) (January 2018)

## Build Confidence

People turn to search engines when they are researching products and when they are well into the buying process and ready to purchase. Marketers and business owners will try and do anything to increase their brand exposure in search results. Websites operating under a ccTLD domain pose an advantage when it comes to international SEO performance.

The SEO mogul brand, Moz, explains why ccTLDs outperform other domain extensions in search results, "When a site uses a ccTLD, Google assumes that site (and all the content on it) is specifically relevant to the geographic area targeted by the ccTLD and should appear on SERPs in that area".

Country and region-specific domains are the simple and single strongest way to show search engines and users that your site content is specifically targeted to a geographical area. ccTLDs help your business rank higher in local search results and in the hearts of the locals.

## Brand Protection

### Defend Against Cybersquatters

Cybersquatting continues to be a problem for brand managers despite tighter regulations. In fact, the number of disputes filed with the World Intellectual Property Organization (WIPO) has climbed to an all-time high.

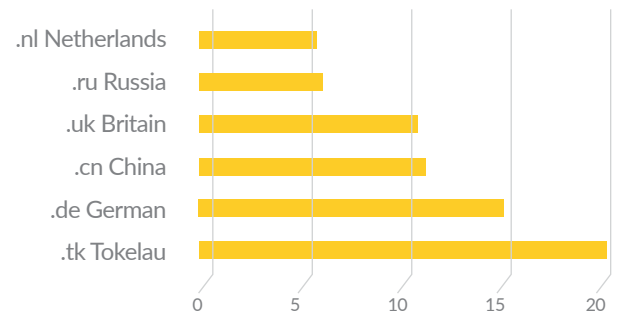
Recovering ccTLDs is expensive because most countries require disputes to be settled in court or through qualified arbitration providers. Moreover, to file a complaint, you typically need a local trademark and must prove infringement. Faced with steep legal fees and lengthy proceedings, companies often give in and just pay offenders to turn over their domains. Either way, the costs usually come out to thousands of dollars per domain.

## Preempt Competitors

Defensive registrations can mitigate the threat of foreign competitors hijacking your brand, especially in countries where you have not yet secured a trademark. Successful start-ups are especially vulnerable to this kind of attack.

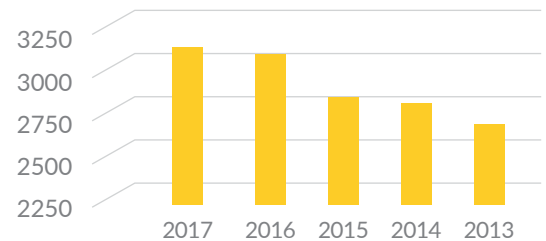
### International TLD Market Overview

■ Domains (millions)



### WIPO Domain Name Disputes

■ Number of Cases



[wipo.int/amc/en/domains/statistics/cases.jsp](http://wipo.int/amc/en/domains/statistics/cases.jsp) (January 2018)