



Domain and Digital Content Services



In the fast-moving world of the Internet, it's important that you protect and utilise all of your major marks as well as confusingly similar marks by registering them as domain names. However, that's not all. In order to safeguard your marks and domain names against third-party incursion, you also need to ensure that the registrations are renewed on a timely basis and that you actively monitor and act on potential infringements. So how can you find the time to fit it all in?

IS THERE A MORE EFFICIENT METHOD OF MANAGING DOMAIN NAMES?

The global domain name system is complex and non-uniform. There are more than 240 registries, each with their own policy for registration and renewal. Approximately 50% of these operate a first-come, first-served registration policy, and less than 40% have formal dispute resolution procedures. You could manage your domain names in-house, but you'd need specialist staff, dedicated software and a generous budget just to get started. Or, you could call CPA Global, one of the world's largest and most experienced IP (Intellectual Property) service providers. CPA Global provides a smart and integrated solution to effectively manage domain names and actively defend your valuable marks against on-line brand infringements. We can conduct an audit and help you to consolidate your portfolio by taking it under management. We can also help you close any gaps by registering, as well as protecting your portfolio through automatic renewal, research, assessment and recommendations and taking action against third-party infringements. Finally, our interactive portfolio management tool helps you view and manage your portfolio and related cases on-line.

For more information contact:

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5 REASONS TO MANAGE YOUR IP RIGHTS ON THE INTERNET WITH CPA GLOBAL

CPA GLOBAL IS ONE OF THE WORLD'S LARGEST AND MOST EXPERIENCED IP SERVICE PROVIDERS. OVER 40,000 CLIENTS CURRENTLY BENEFIT FROM OUR SERVICES. HERE ARE FIVE REASONS WHY YOU SHOULD JOIN THEM:



1 YOU WANT TO MANAGE YOUR IP ASSETS AND BRAND VALUE IN THE DIGITAL WORLD

Our domain and digital content services help you to manage digital brand value through effective management of domain names while enabling you to protect your digital brand assets through our online brand infringement services. We assist you in taking action against third parties that may be infringing your valuable marks on-line. An integrated solution of domain name management and online brand infringement provides you with truly unique value that is key in defending and building your IP rights in cyberspace.

2 YOU WANT TO HAVE COMPLETE CONTROL OVER YOUR DOMAIN NAME PORTFOLIO, TO REMOVE RISK AND REDUCE COST

CPA Global has over 35 years' experience in IP services support. Our global network of agents and in-house expertise allows us to manage your portfolio effectively, whether you are looking to audit, register, renew or simply monitor your brands and domain names on-line. We cover all IP jurisdictions in the world, and offer total domain and digital content management. By choosing our service, you can consolidate your domains to one trusted supplier, saving you time and putting you firmly in control.

3 YOU WANT TO STRATEGICALLY REGISTER AND USE YOUR DOMAIN NAMES ON A GLOBAL SCALE

A domain name strategy is the foundation of a business's Internet strategy. It starts with registration, which should include securing trademarks, company names, brands and campaign URLs, as domain

names in the relevant jurisdictions. Such a strategy must be effective in terms of international application. The registration rules vary from country to country, ranging from no rules at all to a requirement for the applicant to be a company incorporated in that jurisdiction. A lack of information or understanding of these rules can threaten the entire strategy. Not only do we keep a record of how to register in each jurisdiction so you don't have to, you can also harness the support of our global network of agents to help get the domains you want.

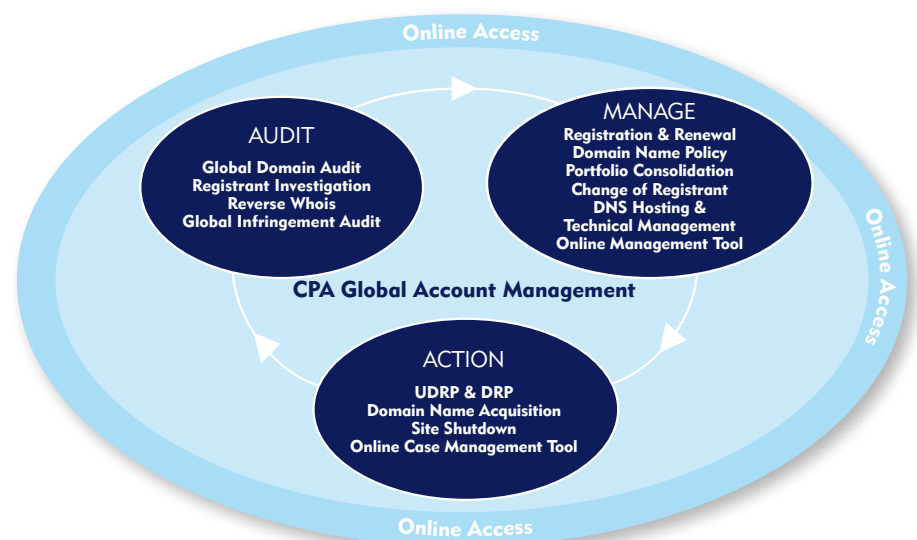
4 YOU WANT LOCALISED, EXPERT SUPPORT THROUGH A DEDICATED ACCOUNT MANAGER WITH THE BACKING OF A GLOBAL NETWORK OF RESOURCES

Our local IP experts are always available to advise you on domain name issues and handle any queries you may have. You

also benefit from our worldwide network of expertise and resources, which enables us to handle all your queries, regardless of which market or domain name.

5 YOU WANT THE ABILITY TO EASILY MANAGE AND MAINTAIN YOUR DOMAINS THROUGH A HIGHLY AVAILABLE ONLINE PLATFORM

We provide a secure portfolio management tool which gives you access to all of the information needed to manage your domains, with registration restrictions and industry news available 24 hours a day. You can quickly search and order all available domain extensions, track orders and download reports. The tool allows you to technically manage your domains with fast updates and scheduled tasks, enabling you to handle your portfolio effectively.



To find out how CPA Global can help you manage your domain names, contact domainnames@cpaglobal.com