

# Web Page & Whois Change Watch

**CPA HAS MANAGED REGISTERED IP RIGHTS FOR OVER 35 YEARS. MORE THAN 40,000 CLIENTS CURRENTLY BENEFIT FROM OUR SERVICES.**

**O**ur web page change and Whois change watch services enable you to monitor a specific web page or Whois entry, allowing you to quickly respond to on-line abuse. These services provide you with:

## Web page watch

Constant monitoring of a specific web page(s). You are alerted when changes are made to either the page or the metatags within the html code.

## Change notification criteria

The option to define change notification criteria such as the use of your logo or the sale of your branded goods on e-commerce sites.

## Phishing activity

Continuous observation of a web page with a URL which contains a domain name confusingly similar to your brand that may be used for phishing purposes.

## Whois watch

Constant watching of a Whois entry. You are informed when changes are made to ownership details or administrative contacts.

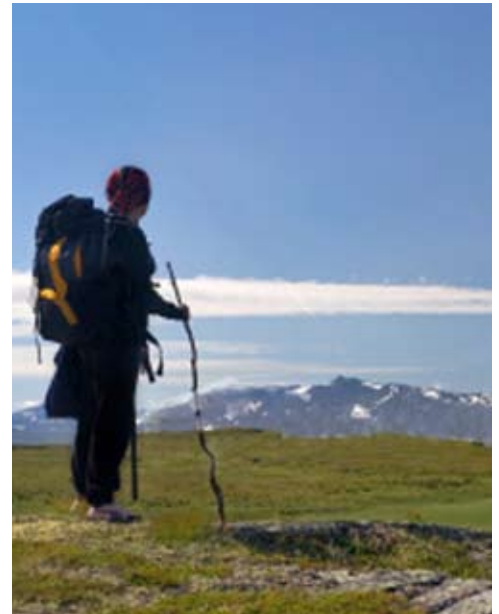
## On-line access

Access to your watch results via a secure on-line interface.

## E-mail notification

Instant notification of any changes by e-mail.

THERE ARE OVER EIGHT BILLION INDIVIDUAL WEB PAGES, MANY OF WHICH ARE UPDATED DAILY. HOW DO YOU KNOW IF CHANGES TO THESE PAGES ARE AFFECTING YOUR IP RIGHTS?



## WHY CHOOSE THESE SERVICES?

- 1** To be quickly informed of changes to a website or holding page which could be of interest to you, should fraudulent content be added in the future.
- 2** To respond quickly to phishing attacks. These are characterised by fraudulent sites or web page spoofs that use the goodwill of brands from corporations to force clients into entering their personal information on-line.
- 3** To track the ownership details of a particular domain name due to a recent dispute.
- 4** To be able to identify competitor purchases of names of interest to you.
- 5** To quickly filter and share reported information with colleagues.
- 6** To benefit from a professional service at a competitive price.