

Web Content Watch

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

Our web content watch service monitors potential infringements against your brands on the Internet. This ensures comprehensive protection of your IP Rights on-line. This service provides you with:

Continuous Internet watching

Ongoing monitoring of a specified word, name or phrase, in hyperlinks, blogs, message boards and metatags.

Global coverage

Coverage of websites hosted worldwide with on-line translation for many languages.

Reports

Reports are e-mailed and can be accessed at any time through our web interface.

Expert advice

Recommendations on how best to tailor search strings to meet your requirements.

Powerful on-line filtering

Capability to search results by name, Whois record, trademark class, country, report date, site traffic and site type.

Support

Local personalised client support from IP experts.

ON AVERAGE THERE ARE EIGHT MILLION NEW WEB PAGES ADDED EVERY DAY. HOW DO YOU KNOW IF ANY OF THESE CONTAIN AN UNAUTHORISED USE OF YOUR BRAND?



WHY CHOOSE THIS SERVICE?

- 1** To be quickly informed of websites using your specified name, slogan, phrase, etc, allowing you to take prompt action.
- 2** To create reports featuring site content type such as gambling or e-commerce, allowing you to focus on a specific problem.
- 3** To obtain only relevant results and to prevent you from being inundated with unhelpful material.
- 4** To see which sites are most visited, in order to prioritise infringement action.
- 5** To quickly filter and share reported information with colleagues.
- 6** To protect the value of your brands by monitoring unauthorised use, which may be used to suggest a partnership or other endorsements.
- 7** To securely archive data for two years – for free.
- 8** To benefit from a professional service at a competitive price.