



# Domain and Digital Content Services



In the fast-moving world of the Internet, it's important that you register all your major marks, as well as confusingly similar marks, as domain names. However, that's not all. In order to safeguard your domain names against third-party incursion, you also need to ensure that the registrations are renewed on a timely basis and that you constantly monitor for potential infringement. 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, one of the world's largest and most experienced IP (Intellectual Property) service providers.

CPA provides a smart solution to deal with domain name management and on-line brand protection. 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 and ongoing monitoring. Finally, our interactive portfolio management tool helps you view and manage your portfolio on-line.

### **For more information contact:**

**CPA Head Office:** Tel +44 (0) 1534 888711 [www.cpaglobal.com](http://www.cpaglobal.com)

**Regional Offices:** UK Tel +44 (0) 1784 224559

Germany Tel +49 (0) 89 4567850 USA Tel +1 (703) 739 2234

Australia Tel +61 (0) 2 9993 3010 TMDS Tel +44 (0) 20 7549 0660

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

CPA 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 CONSOLIDATE YOUR DOMAIN PORTFOLIO TO ONE RELIABLE SUPPLIER

CPA 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.

## 2 YOU NEED TO KEEP UP-TO-DATE WITH THE STATUS OF YOUR DOMAIN PORTFOLIO

You need to check the status of your registrations, access your renewal dates and be notified of potentially conflicting third-party registrations. That's why we provide a worldwide audit report service containing recommendations for action, screen shots of relevant websites, pages domains are pointing to, and full Whois information. Our expert account management team can answer your queries regarding global registration requirements, transfer procedures or renewals. This gives you the knowledge required to make informed decisions about your domain portfolio.

## 3 YOU WANT TO MANAGE YOUR DOMAINS ON-LINE SUPPORTED BY A DEDICATED ACCOUNT MANAGER

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

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.

## 4 YOU NEED TO PROTECT YOUR DOMAIN NAMES GLOBALLY

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, but 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.

## 5 YOU NEED TO MONITOR YOUR IP RIGHTS ON-LINE

Our service identifies the use of your domains, trademarks and brands on the Internet. We monitor chosen domains across 800 extensions, track the ownership details of a domain, identify how your brands are being used, tailor search strings to generate a report on a specific or potential problem, define domains registered to the same entity and watch for the sale of your branded goods on auction sites such as eBay, Yahoo! and Alibaba. This means we provide you with information which may prove vital in defending your IP Rights on-line, and enables you to build a strong on-line IP strategy.

