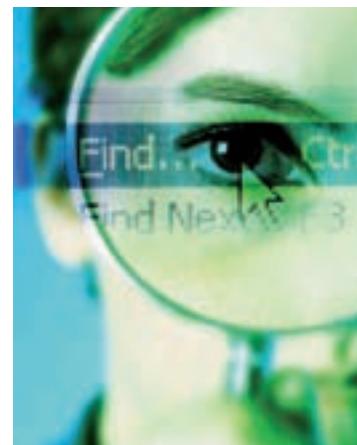


# 3 steps to success

PROTECTING BRANDS ON-LINE CAN BE A COSTLY AND OFTEN CONFUSING VENTURE, BUT A SYSTEMATIC AUDIT, MANAGEMENT AND PROTECTION STRATEGY CAN HELP BETTER PROTECT A BRAND'S REPUTATION, SAYS CPA'S DOMINIC SPELLER



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**D**omain names are not just an extension of IP; they are essential tools for e-commerce and customer communication. But domain name management is complex and globally challenging. Different legislation and renewal formalities apply in different territories placing a strain on in-house IP departments and their software. The key to success lies in establishing systematic audit, management and domain name protection strategies, but not all companies know how to start. Here are three key ways to make a positive difference to your brand's reputation and success on the Internet:

## 1 Audit your domain names

Auditing your registered domain names will enable you to benefit from a clearer picture of your IP Rights and geographical extent, and could even help you to save money. The cost of registering and maintaining a domain name can vary depending on the registry and the territory. For a global brand owner with thousands of products on the market, blanket registration can often prove to be a costly and labour-intensive investment. An audit of your IP portfolio could help avoid this expense by highlighting redundant registrations, as well as identifying gaps that could necessitate expensive litigation procedures further down the line.

However, auditing your IP portfolio in-house can prove time-consuming, putting a strain on your internal resources. CPA's domain and digital content service provides a full audit facility that will deliver the information you need to inform business decisions about future developments. The reverse Whois watch service also provides important insight into third parties who may have registered domain names that conflict with your own registrations. This knowledge will give you the headstart you need to pursue the registrant for infringement.

## 2 Manage your domain names on-line

The Internet has changed the way we all do business. We size up our holiday options in our lunch breaks, select our Christmas gifts on-line without moving from our seats, and communicate with friends and associates by e-mail to plan our day – so, why shouldn't you also be able to manage your domain name portfolio on-line? Web-enabled software delivers around-the-clock access to your portfolio's status, allowing you to share

information with colleagues at the touch of a button. That's why CPA's domain and digital content service is accessed via a secure portal, CPA's Domains Extranet. It allows you to view your entire domain name portfolio on-line, view the status of your renewals, manage the technical settings of each domain name, order modification of contact and/or owner details, and even ask us to anonymously conduct defensive domain name registrations on your behalf.

Thanks to the easy-to-use interface, you can also search and order available domain extensions, and download and e-mail customised reports assessing the latest developments and threats to your IP portfolio. You can even tailor the infrastructure to mirror your organisational structure, divisions or brands. The service is complemented by around-the-clock technical support and expert account management.

## 3 Watch your domain names

The global domain name system is complex and non-uniform. There are over 240 top-level registries around the world of which approximately 90% require annual renewal, less than 40% have formal dispute resolution procedures and approximately 50% accept names on a first come, first served basis. The increasing business value of domain names has also led to increases in cybersquatting and to the rapid development of counterfeit merchandising sites. Brands must be constantly monitored if they are to be safeguarded against on-line infringement, but companies will need to invest time and resources if they are to manage the process in-house. Fortunately, on-line brand protection services provide an increasingly popular and cost-effective method of protecting your IP portfolio from infringement.

CPA's domain and digital content services allow you to monitor your domains, and trademarks and brands on the wider Internet, and build a strong on-line IP brand protection strategy. Services range from domain name watch and web content watch to auction watch, and all watch results can be viewed and filtered using our secure on-line portal.



● Domain name management and on-line brand protection doesn't have to be a complicated and time-consuming process. CPA's domain and digital content service is designed to provide you with a means of managing and protecting your IP assets on-line. To find out more, e-mail [dspeller@cpaglobal.com](mailto:dspeller@cpaglobal.com).