



**Let's talk about...**  
world-class protection of  
your brand online



**Brand Protection & Legal Services**

# Today's brands must stay one step ahead of online trespassers

**Cybersquatters, impersonators and counterfeiters are always looking for ways to break into your digital estate.**

Whatever your industry, wherever you are in the world, cybercriminals are an ever-evolving threat to your brand online. They live to imitate trusted brands and profit from misuse.

Bad actors are wise to the fact that user journeys navigate through an increasingly complex online environment that includes:

- Websites
- Gated environments
- Social media platforms
- Applications & interfaces
- Marketplaces

# Online intruders can infiltrate your brand online when you least expect it

Helping you protect and keep control of your brand investment and reputation

At Safenames, we work with legal, IT & brand leaders and teams to detect and investigate misuse of your brand across your entire online environment. We then enforce your rights through our world-class legal expertise.

Protect your:	Benefits
Brand investment	Stop brand misuse and secure the financial value and equity tied to your intellectual property before it costs your business.
Brand reputation	Shield your brand from damaging associations with infringing, abusive or tarnishing content.
Profit margin	Reduce ad budget waste, costly domain buybacks from cybercriminals and share price fluctuation due to reputational damage.
Website traffic	Recapture lost traffic to your official website.

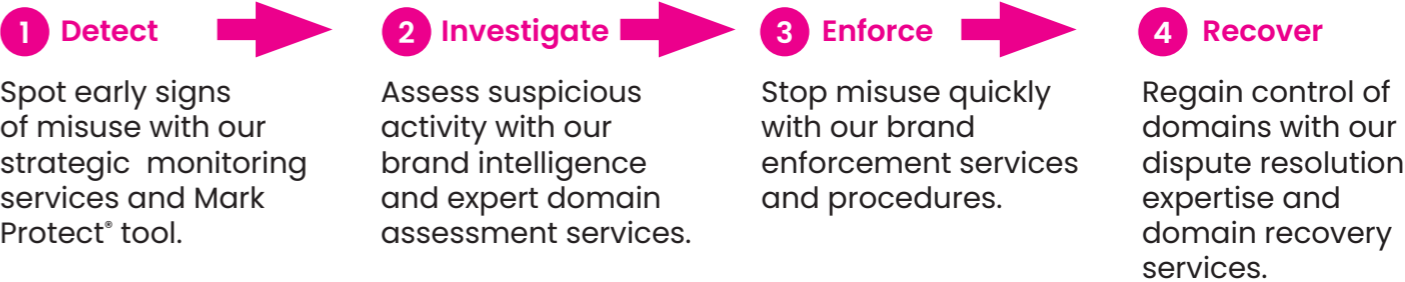
# Trusted by global brands to protect their online estate

Our four-step defence approach

With domains, monitoring tools and legal advisers often procured separately, you can be left managing multiple vendors while risks continue to escalate when something goes wrong.

We combine more than 25 years' domain management, brand protection and legal enforcement expertise to offer joined-up, enterprise-level strategic solutions – as one trusted partner.

We follow four simple steps to defend against online threats:



# 1 Detect: Uncover early signs of intrusion

## Stop online trespassers in their tracks

It's easy to miss warning signs that your online estate is being infiltrated. Without monitoring solutions in place, your first alert may be from a stakeholder who notices something unusual.

### Our detect monitoring solutions raise an alarm when:

- a domain registration looks similar to your brand
- a social profile uses your logo
- a counterfeit product listing appearing on a marketplace
- an unauthorised app uses your name

### The human touch

Our experienced brand protection & legal specialists become an extension of your in-house brand, IT and legal teams.

We work with you to define your brand protection strategy – starting with our full range of monitoring services and Mark Protect® platform, giving you confidence that your brand and domains are safe at all times.

**900+**  
domain arbitration  
cases filed since 2020

# 1 Detect: Across every digital touchpoint

Our solutions become your eyes and ears in every corner of your online estate

Solution	Detect	Benefits
Mark Protect® platform	Identify domain registrations featuring your trademarks and brand terms	Prioritise threats and mitigate risks
Domain name monitoring	Spot suspicious or unauthorised lookalike domain registrations	Protect customer journeys and brand reputation
Website Content monitoring	Find fake websites that use your brand logo, visuals and content	Stop websites abusing your brand identity and reputation
Social media monitoring	Spot impersonation accounts and brand misuse on social platforms	Remove fake accounts before stakeholders are misled
App store monitoring	Discover apps using your brand name, trademarks or logos	Protect customers from fake or risky apps
Domain watch	Uncover valuable domains becoming available for registration	Secure strategic domains before your competitors
Domain backorder	Get alerts for expiring domains the moment they are released	Register valuable domains first

**140+**  
jurisdictions, covering  
ccTLDs and all new/  
generic TLDs

## 2 Investigate: Turn alerts into evidence

### Follow the trail

Not every suspicious domain, website or account is malicious. Some are harmless and others belong to legitimate organisations using similar words.

However, where there are clear attempts to exploit the trust built around your brand, our specialists investigate suspicious activity across the domains, websites and platforms in question and gather the evidence needed to take action where it's warranted.

Solution	Investigate	Benefits
Domain investigations	Conduct searches into suspicious domains, technical data and gather evidence	Identify registrant identity and start building a strong case for enforcement action
Registrant research	Examine registrant profile, business, and past cybersquatting activity	Understand registrant's motives
Historical research	Establish precise timeline of a domain registration and its past/present use	Enable early identification of risks and prepare against unexpected defences
Website analysis	Review website content linked to suspicious domains	Confirm phishing, impersonation or other misuse
Domain portfolio analysis	Uncover coordinated attacks or clusters of related registrations	Establish patterns for consolidation and reduce enforcement costs
Legal recommendations	Analyse viability of a domain dispute	Provide clear path for legal recourse

## 3 Enforce: Take decisive action

### Shut down intruders

Cybercriminals rely on hesitation and fragmented responses. The longer a fraudulent domain or account remains active, the greater the opportunity to mislead customers and profit from brand misuse.

Decisive enforcement matters. That's why our experienced team takes immediate action as soon as malicious activity is confirmed. We coordinate with registrars, hosting providers and other relevant stakeholders to make sure any harmful activity is swiftly removed.

Solution	Enforce	Benefits
Brand enforcement strategy	Coordinated legal and technical response plans	Set the path to enforce your intellectual property rights
Cease & desist notices	Formal tailored legal letters to assert your trademark rights	Take first steps of legal action and explore recovery opportunities
Domain / URL takedowns	Removal notices to shut down websites or suspend domains	Remove infringing, fraudulent or abusive content
Social media / app takedowns	Removal requests to social platforms, apps and marketplaces	
URS (Uniform rapid suspension)	Fast-track domain suspension for clear cut cybersquatting cases	Stop confirmed online intruders quickly
Domain dispute resolution	Arbitration through UDRP and ADR processes for ccTLDs	Recover domains registered in bad faith

## 4 Recover: Win back control

### Reclaim ownership of your brand online

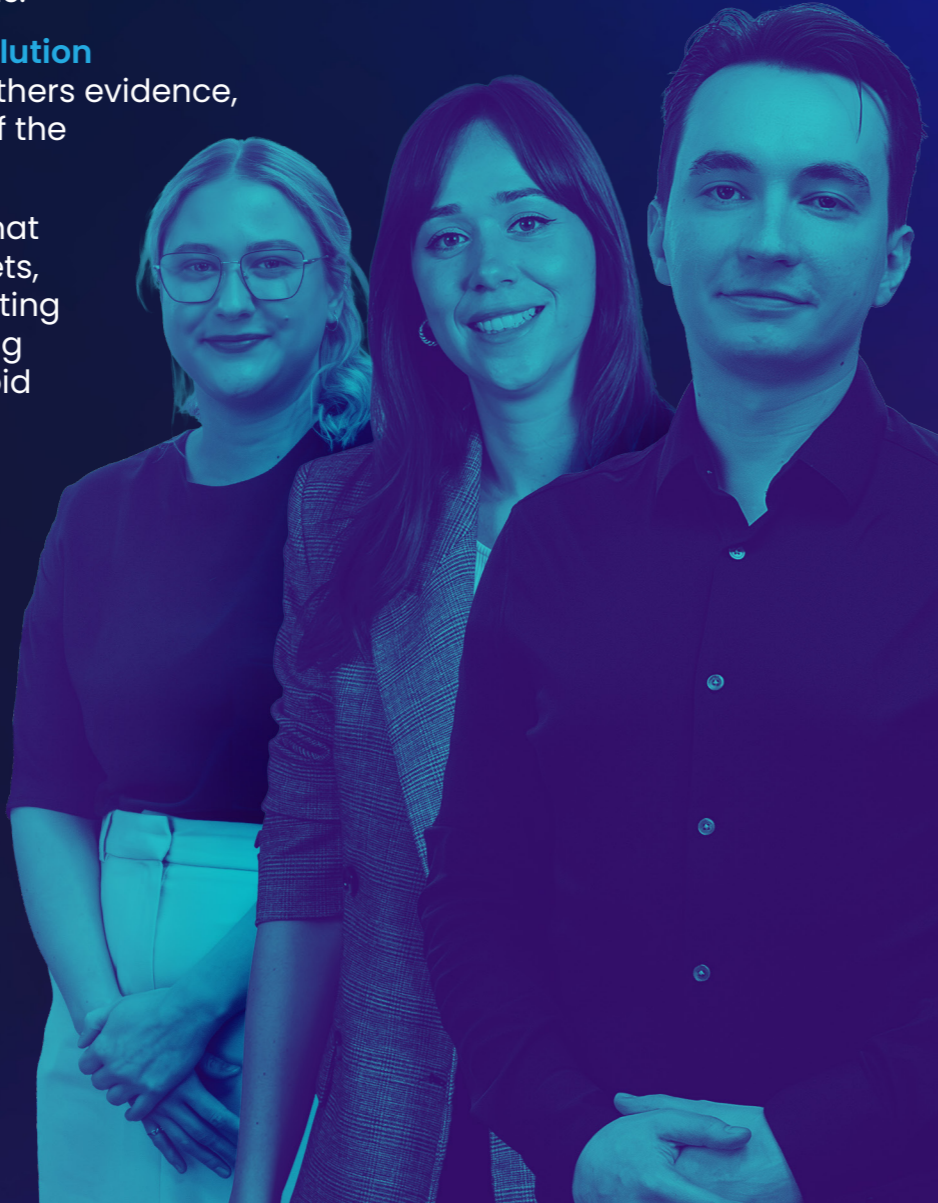
When cybersquatters or bad actors register domains using your brand name, the goal is often simple: profit from confusion.

Some hope to sell the domain back at inflated prices. Others use it to misdirect traffic or launch phishing campaigns.

### World leading domain dispute resolution

After our world-class legal team gathers evidence, we guide you through each stage of the dispute process.

We help you recover the domains that matter most – securing critical assets, restoring customer trust and protecting brand and market value. By resolving disputes efficiently, we help you avoid costly buybacks and keep your reputation and online estate firmly in your control.



## A safe pair of hands for our global clients

### Let's hear from...

**HALEON**

*"Safenames made our domain transition following a large-scale corporate demerger a smooth one – and continues to provide valued support with reliable brand protection and domain recovery services."*

**Mali Rickards**  
Senior Trademark Counsel  
Haleon



*"For over a decade, Safenames has been an indispensable partner in managing our global domain portfolio. From domain management to brand protection and dispute resolution, their expertise gives us complete confidence in an area where there is no room for mistakes."*

**Nik Ambrosch**  
Senior Systems Engineer  
FXCM (Stratos Markets, LLC)

**opentext™**

*"Since 2014, Safenames has become an invaluable partner and seamless extension of our in-house team, providing strategic insight, end-to-end expertise and exceptional brand protection responsiveness across our extensive global domain portfolio."*

**James Hawden**  
Senior Director of Web Programs & Digital Experience  
OpenText



## Let's talk about... protecting your brand online

We've been working with leading global brands for more than 25 years, bringing together domain expertise, security, brand protection, and legal enforcement as one trusted partner.

Get in touch with our expert team for a no-obligation conversation about how we can help you stay one step ahead of online intruders.

Email: [letstalk@safenames.net](mailto:letstalk@safenames.net)

Call: +44 (0)1908 200022

**One partner. Enterprise-level solutions.**

