



**AscioWatch allows you to watch  
your domains, trademarks & brands  
on the internet ...**

**All in one interface.**



## ASCIOWATCH

Companies consist of resources such as people, buildings, machinery and technology. Your brands tie all this together and make it easy for customers and partners to relate to you. But since brands are publically available, they can fall victim for misuse. It happens. Most importantly, what can you do to prevent it?

### Let us help you

Companies worldwide fall victim of third parties registering domain names containing part of their brand name to drive traffic to other web-sites. We can help you monitor your brand names effectively with our unique AscioWatch services. With AscioWatch you are able to view information on your trademark, domain name, internet, TM/Web status and records all in one interface. You can easily make searches and find records by mark, owner, class, filing date and country.

### Protect yourself in numerous ways

We offer different services to protect your brands online. Our broad-range services are capable of fulfilling your needs as an international corporation. We are specialized in flexible solutions for larger corporations managing worldwide domain name portfolios.

### Global protection

Despite significant progress in applying trademark principles to domain names rights, cybersquatting has still managed to increase over the past few years.

Investigating brand abuse is like finding a needle in a haystack. It is not something you can just do. It takes in-depth knowledge from professionals along with the right technology.

### People, knowledge and software

We have the people, the knowledge and the software to monitor brand abuse across 250 top and second-level domains. We can help you fight brand infringement by monitoring the Internet globally and find out what variations of your brand names have been registered and by whom. If brand infringement is not filtered and dealt with, your online brand rights could suffer serious damage, which could lead to lost business and a damaged reputation.

With AscioWatch services you can free up resources and spend them on your core business instead.

We offer you the following benefits:

- Effective brand protection with AscioWatch
- Complete overview of the misuse of your company's brand
- Global coverage – monitors 250 top and second level domains
- Increased website traffic and revenues
- Increased customer trust and brand value
- Reduced risk of your customers being deceived by third parties
- Elimination of brand devaluation

## AscioWatch is an effective part of a brand protection strategy

### DOMAIN WATCH

Based on a sophisticated algorithm the Ascio Domain Watch software monitors and then reports on domain name registrations containing your brand or relevant deviations of it. With Ascio Domain Watch you will be able to monitor the development in new domain registrations containing your brand name globally and on a continuous basis.

Ascio Domain Watch offers you:

- Weekly reports on brand abuse.
- Global coverage – choose domain endings, geographical or trademark groupings to focus your watch.
- Archived information – provides a complete history of changes on the monitored sites.
- Ability to watch the occurrence of your brand name as a prefix, suffix or midword with our search algorithm.
- WHOIS information for the domain names challenging your rights.

### TRADEMARK WATCH

We can provide you with effective monitoring of your trademarks in all jurisdictions. We can also provide tailor made solutions customised to meet your needs whether in number of countries, scope, coverage, or type of information reported.

We send email notifications allowing you to act promptly on violations. You can see the results of the monitoring in our online database and use our reporting and filtering tools to get precisely the information that interest you.

Ascio Trademark Watch provides you with:

- Global coverage of the trademark registration and application
- Ability to monitor internationally, company name, ownership, status change
- Tailored coverage
- All information in one interface
- Custom reporting
- Searchable data

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## We can monitor all top-level domains to help you fight brand abuse

### WEBSITE CHANGE WATCHING

Ascio Website Change Watching allows you to track when someone changes, deletes or adds anything in the content of the chosen website. We monitor the infringing domain and observe if any changes are made to the content or if the domain has a registrar holding page as the content.

Ascio Website Change Watching offers:

- Global coverage to monitor websites worldwide.
- Alert emails once a week so you can act promptly with due diligence.
- Archived data so you can go back and see the changes made on the website.
- WHOIS records for the monitored websites.
- Email notification and web interface with stored information.
- Notification only if something is changed on the monitored websites.

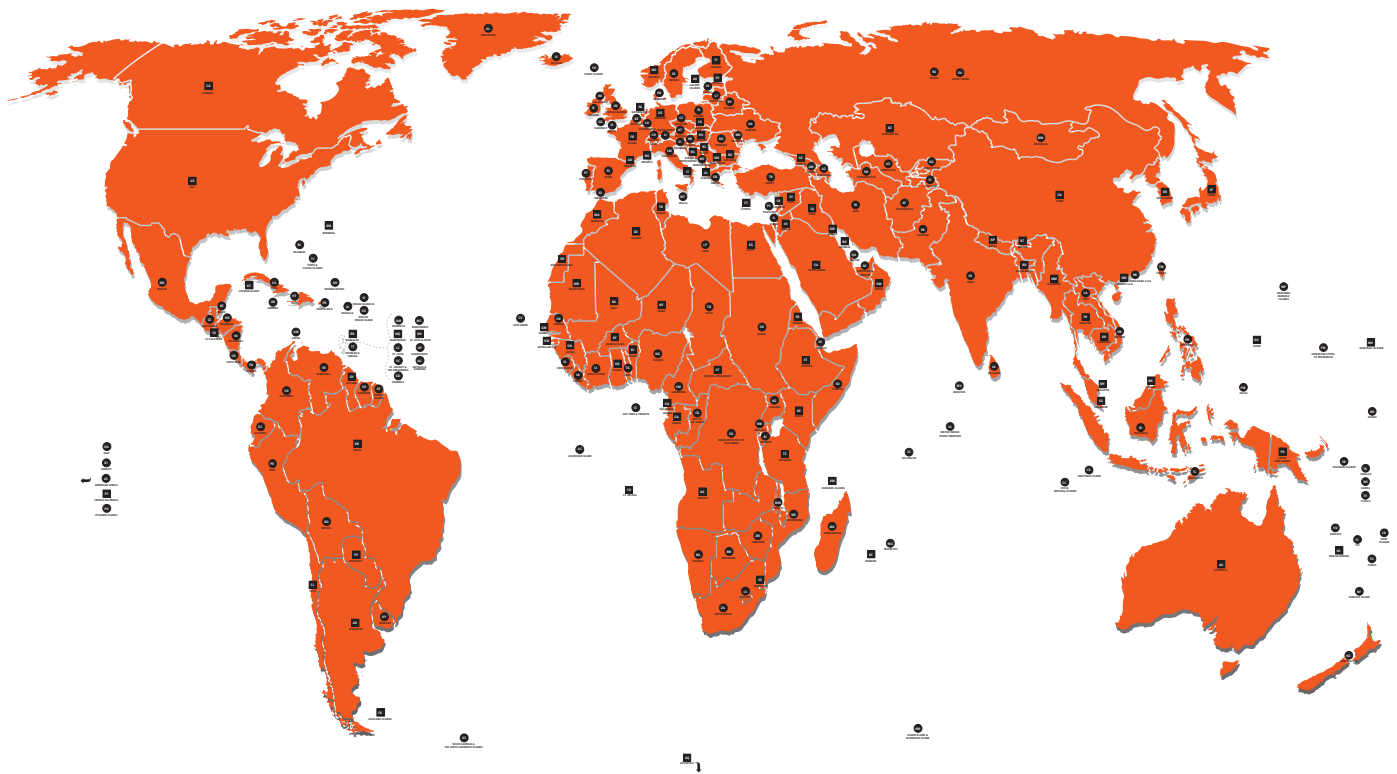
### WHOIS CHANGE WATCHING

With Ascio WHOIS Change Watching you get reports whenever there are changes made in WHOIS – whether that change involves contacts added, deleted or changed. We will monitor WHOIS records on an infringing website on a weekly basis for ownership changes and make sure unauthorised changes are caught early on.

Coupled with our Domain Name Watching Service the WHOIS Change Watching provides a cost-effective solution to the problem of identifying new relevant domain registrations and tracking the content of those sites.

Ascio WHOIS Change Watching offers:

- Global coverage of domain names.
- Email alerts once a week.
- Archived data – complete history of changes.
- WHOIS records – access to monitored WHOIS information.
- Web interface with stored information.



## About Ascio

Ascio, founded in 1999, currently has a total of more than two million domains under management and employs 350 people in offices in Copenhagen, New York, London, Paris, Nice, Zurich, Oslo and Munich. Ascio is responsible for the provision of Domain Portfolio Management services indirectly through more than 350 partnerships. These partners primarily include telecom operators; web hosting companies, Internet access providers and IP law firms.

Ascio is a separate division of Netnames Group Ltd., one of the world's largest corporate brand protection specialists.

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