

The Trademark Clearinghouse Extended Service Technical Factsheet

Enhanced protection in the new era of the Internet

Introduction

The Ascio TMCH Extended Service provides Ascio customers with greater visibility of use of their trademarks online through proprietary advanced domain name monitoring technology. This document outlines the functionality and features of the service.

How the service works

Ascio constantly monitors Registry databases and collects lists of registered names known as "zone files". This data is processed every evening and reviewed for matches of your trademarks registered in the Trademark Clearinghouse (TMCH). Once a week Ascio will send a summary of all domains registered that exactly match, contain, start with or end with your TMCH object and its variants.

The weekly mail will list the top 20 domains that match your trademark

in each category for your review. Within the mail there is a link to a web based report that lists all known matches of your trademark. The link is valid for a period of 1 week and will automatically change when you receive your new email report. This feature prevents others from reviewing your report.

The web-based report is populated in real-time, which allows Ascio customers to gain a global view of all domains containing that trademark at any given moment.

TLD coverage

The Extended Service gives Ascio customers access to all existing and new generic Top Level Domain (gTLD) zone files. New zone files will be added periodically to the service as and when they are launched.

First report

For many brand holders this may be the first time that they gain visibility

of all the domains that match their trademark. The first report from Ascio will include every domain that the service identifies as a match. This can often be overwhelming and Ascio recommends getting expert analysis of the report to identify any potential threats as well as recovery or acquisition targets.

After the first report, all subsequent email notifications will show only names registered in the previous 7 days making the task of reviewing potential infringements much more manageable. You may at anytime download the full report through the web-based link.

Downloading the report

Ascio will send emails to addresses specified when ordering a TMCH object. The emails will be sent from alert@namealert.com please ensure you add this address to your safe sender list.

The Report



Using the web-based interface

There are 5 columns in the report. The first shows domains that exactly match your trademark.

The wildcard or contains matches are then separated out into the next 3 columns for ease of review. A column that shows domains that begins with your trademark, a column of domains that end with your trademark and a column that shows domains that contain your trademark.

The final column displays domains matching the search criteria that have been deleted by the registrant and may be available for registration.

The columns display 20 results at a

time and you may scroll through the pages using the scroll buttons at the bottom of each column.

Please note that the reports will contain domains that you own and that are managed by Ascio. Inclusion of these domains allows for thorough review.

The downloadable report is available through the "Download Report" link on the webpage. When you click on the link you will be prompted to save the file. Save the file to a folder of your choice. The file is delivered in Comma-Separated Values (.csv) format and can be opened in programs such as Excel and Numbers. You may then use features such as

"text to columns" to sort the report in order of preference.

The columns in the report are "ZoneName" which is the domain, "Label" which is the trademark or variant being searched, "Status" which shows if it is an added or deleted domain and "Type" which matches the columns in the report".

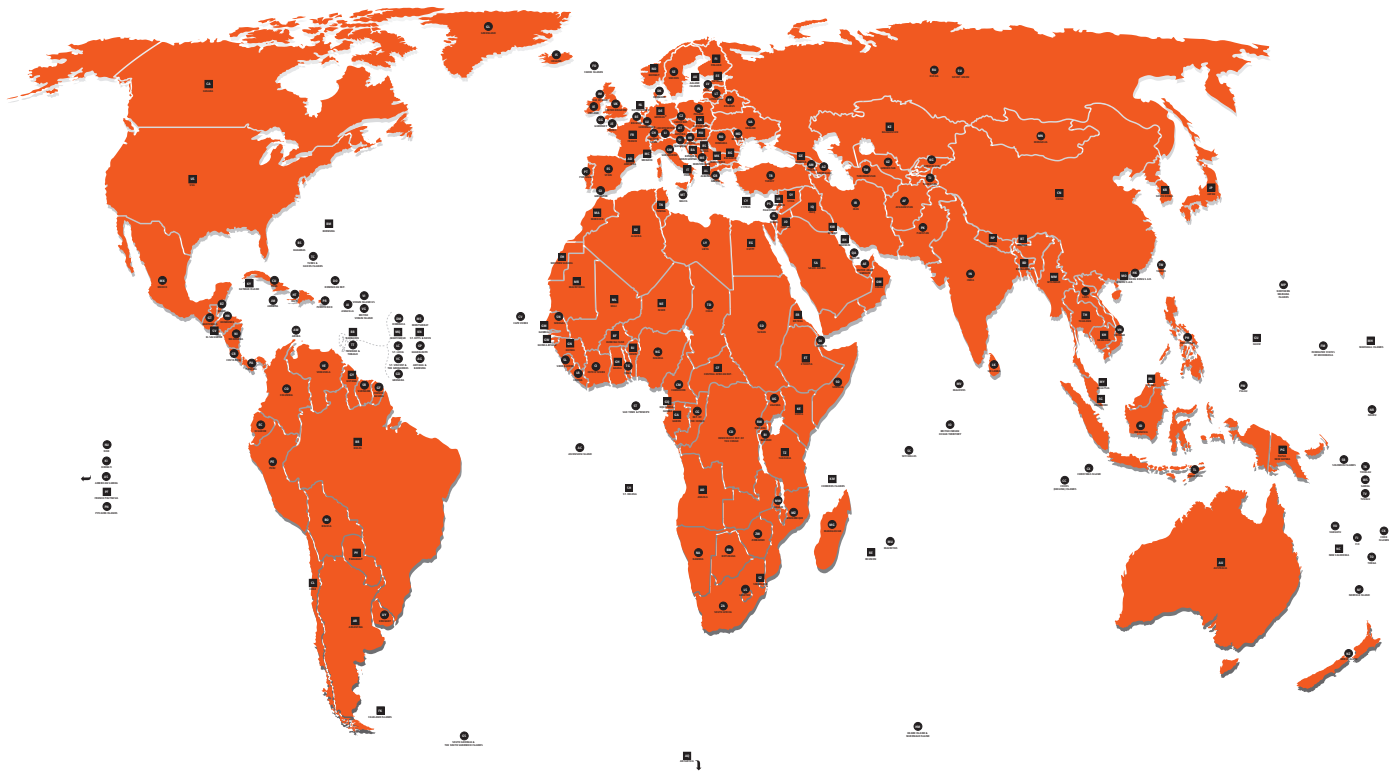
Feature Enhancements

The domain monitoring report will continue to evolve as the Internet does. Potential enhancements are listed below and Ascio encourages customers to provide feedback and feature requests to their Account Manager.

| Feature | Description |
|----------------------------|--|
| Additional term monitoring | Use the extended service to monitor for terms not registered in the TMCH. |
| ccTLD monitoring | Extend the range of your monitoring by adding the most comprehensive ccTLD monitoring available. |
| Typos and misspelling | Monitor for common typos and misspellings by defining them or using the powerful Ascio typo generator. |
| Reverse Whois and IP | Identify a problematic registrant and order a full whois report. |
| Portal Based reporting | Take your results into the Ascio Discovery Engine and combine with your existing Brand Protection service. |

CALL US TODAY TO HEAR MORE INFORMATION ABOUT BRAND PROTECTION OR THE NEW gTLDs

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About Ascio

Ascio is a separate division of the Netnames Group Ltd., one of the world's largest corporate brand protection specialists. Founded in 1999 Ascio 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.

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