

## Monitor your domain names

### What is domain name monitoring?

- **Auditing** your domain name portfolio and third party registrations prior to the implementation of a study.
- **Detecting** the registration of new domain names that may conflict with your rights.
- **Acting** quickly to defend your interests before the various technical intermediaries and arbitration centres.

### Why entrust us with domain name monitoring?

- Almost **13,000** domain names are registered **every day**. With more than 1,400 extensions now available, defensive registration strategies no longer protect trademark holders.
- Anyone with malicious intent can register a domain name with your trademark on a **first-come, first-served basis**.
- A domain name can be used for malicious purposes just a few minutes after its registration: **counterfeit website, phishing**.
- Only daily monitoring ('**active watch**') will enable you to act quickly and effectively against a suspected infringement.
- Because of the cost and ease of filing, a domain name is usually the first asset registered by a company. Monitoring is therefore an excellent way of observing the competition and keeping an eye on the market.
- We have **AFNIC accreditation** as a **domain name registrar**, allowing us to offer our clients a comprehensive and competitive service for domain name management: reservation, negotiation and litigation.



# Our practical approach to monitoring domain names



- Defining what terms to monitor
- Helping you to choose the monitoring scope
- Processing of alerts by our lawyers
- Assessing the level of risk to your brand
- Identifying and implementing appropriate solutions



## Our services

- **Monitoring:** Identical, containing and approximating domain names in any top-level domains [TLDs]
- **Prior art searches :** snapshot of currently registered domains and associated websites on a specific term
- **Negotiations:** our team will negotiate to take over management of a desired domain
- **Pre-litigation:** identification, formal notice, complaint, cease and desist letter
- **Takedown:** reporting infringements to technical intermediaries (host, email provider, registrar, registry and ICANN)
- **Arbitration proceedings:** UDRP and URS for gTLDs and NewgTLDs, specific proceedings for each country extension (Syreli, PARL expert, UK DRS, etc.)

For more information about our domain name monitoring services and rates, please contact us.

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