



# Brand Protection Services

We are committed to safeguarding and monitoring your brand's online presence. Our expert analysts and dedicated customer support team offer services tailored to meet your needs, assisting your operations, legal, and marketing departments in managing and protecting your trademarks, domain names, and online identity.

## Domain Name Monitoring

We conduct comprehensive checks across all domain extensions to identify names that include your brand or variations, such as keywords, typos, and associated terms. This helps detect domains that may infringe or be used fraudulently. Our Mark Protect system provides automated alerts and detailed reports (Daily, Weekly, Monthly), along with recommendations from your Account Manager for next steps.

## Social Media Monitoring

We search over 50 social media platforms to find any usernames that are identical or similar to the brand name, as well as accounts whereby fraudsters are falsely impersonating themselves as said brand or claiming a false affiliation. Updates will be provided on the agreed reporting frequency along with recommended next steps by your dedicated Account Manager.

## Reverse Logo Search

Safenames will scour the web for usage of your logo regardless of the way it has been manipulated or fixated on the page. This is a very common way of fraudsters attacking brands and how cases of false affiliation, false impersonation and phishing in certain instances.

## App Store Monitoring

We monitor multiple app stores to identify and address fake apps that falsely claim association with your company. We also track down malicious apps attempting to steal personal information, driving more traffic to your legitimate app and increasing downloads.

## Domain Negotiation Services

We offer secure, anonymous, and trusted services for purchasing domains already registered by others but available for purchase. Our acquisition consultant negotiates on your behalf to secure the domain at a recommended price, ensuring a confidential transaction with our WHOIS privacy service.

## Service in Practice

- Your dedicated Account Manager will create a tailored Brand Protection Strategy based on industry best practices, covering trademarks, defensive registrations, and keyword monitoring.
- Updates are provided at agreed intervals (Daily, Weekly, Monthly) and can be customized to suit your business needs.
- All infringement reports include clear recommendations for resolution.
- Monthly meetings ensure alignment on strategy and allow flexibility to address emerging threats.

"We've worked with Safenames for over 10 years and have received consistently high customer service levels. Combining our domain management with their brand protection services is really useful in helping us to manage our domains holistically. I'm continually impressed with their attention to detail and focus on delivering the best results for us."

**Group Head of Digital Communications**  
www.g4s.com



| Service                    | Fee per Month                                                                |
|----------------------------|------------------------------------------------------------------------------|
| Domain Name Monitoring     | £700 USD                                                                     |
| Reverse Logo Monitoring    | £250 USD                                                                     |
| Social Media Monitoring    | £250 USD                                                                     |
| App Store Monitoring       | £250 USD                                                                     |
| Ad Hoc Services            | Fee                                                                          |
| Domain Negotiation Service | £300 USD<br>+ 10% Safenames brokerage fee<br>added on top of the final price |
| Snap Service               | £300 USD per domain                                                          |



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