

Let's talk about...

Active brand protection: Your digital reputation guardian



Brands face constant threats counterfeiters misuse trademarks, cybercriminals create phishing sites and unauthorised sellers hurt your reputation. The real question isn't if these threats exist, but whether you're detecting and stopping them before they harm your business.



MARK PROTECT®

Our comprehensive brand protection and legal services safeguard your brand, acting as your strategic ally against unauthorised use, counterfeits and infringements.

Brand monitoring

Protect your brand with our comprehensive monitoring services. Our Mark Protect® platform focuses on domain monitoring, whilst our extended solutions cover social media, marketplaces, and app stores ensuring full visibility across the online landscape and helping you detect unauthorised use of your brand.

Why choose Mark Protect® for brand monitoring?

Protect your brand investment

Secure the financial value and equity tied to your intellectual property by stopping brand misuse before it costs you.

Safeguard brand reputation

Prevent damage to your company's reputation caused by malicious content on cybersquatted domains and rogue platforms.

Prevent unauthorised registrations

Detect unauthorised domain registrations and trademark misuse to ensure others don't profit from your brand.

Avoid costly buybacks

Eliminate the need to purchase domains back from cyber criminals or opportunistic third parties holding your trademarks hostage.

Block harmful content

Shield your brand from damaging associations with inappropriate industries such as gambling, pornography and counterfeit goods.

Recapture lost traffic

Redirect web traffic that belongs to your brand, driving more visitors to your official website.

Reduce ad budget waste

Cut down on wasted ad spend caused by clicks on unauthorised domains that should be part of your portfolio.

Monitoring services

Social media monitoring

Ensure your brand's image is not misrepresented or compromised on social channels. Our social media monitoring service is not a one-time check; it's a continuous watch. It tracks brand usage across major social platforms to identify and prevent unauthorised use of your brand's identity, providing you with ongoing support.

Reverse logo search

Maintain visual integrity by stopping unauthorised logo usage across the web. Our reverse logo search service conducts thorough searches to identify any unauthorised use of your brand's visual assets across the internet. This identification allows us to take immediate action, helping you maintain your brand's visual integrity.

App store monitoring

Safeguard your brand's presence in the growing app ecosystem. Our service monitors app stores to detect the unauthorised use of your brand name, trademarks or logos in apps, protecting against infringement and ensuring that your customers are downloading official, secure applications.

Marketplace monitoring

Protect customers from counterfeit goods and uphold your brand's reputation for quality. We can assist with monitoring online marketplaces to identify counterfeit or unauthorised merchandise being sold under your brand name. Our team conducts checks and provides support with takedown actions to help you maintain control over your distribution channels and pricing.

Domain watch

Pro-actively secure valuable domains and prevent competitors from exploiting them. Our domain watch service continuously monitors registered domains and can automatically acquire them as soon as they become available, based on your instructions. This strategic service ensures that you never miss an opportunity to strengthen your domain portfolio.

Snap / backorder

Secure expiring domains before they become available to the public. Our snap/backorder service enables you to capture valuable domains the moment they're released, giving you priority access to domains that are strategically important to your brand portfolio.

Brand enforcement

In addition to monitoring and detecting fraudulent online activities, we offer comprehensive support in taking enforcement action against fraudulent activities. Our dedicated legal team specialises in domain related matters and can assist in protecting your intellectual property rights across 120+ jurisdictions, including both ccTLDs and new/generic TLDs.

When infringements occur, our brand enforcement services respond quickly to maintain your brand's rights and control through decisive legal action.

Legal action support

Our experienced in house legal team provides full support during the litigation process, leveraging their expertise to resolve disputes in your favour. Gain comprehensive support to pursue legal action and defend your brand's interests.

Takedowns

Removal of infringing content from websites, social media platforms, marketplaces and app stores. We co-ordinate with platforms and service providers to ensure swift removal of brand abuse.

Domain suspension

Action against cybersquatters and malicious domain registrations. We work with registrars and registries to suspend domains being used for fraudulent purposes.

Domain recovery

Recovery of your domain assets through multiple legal channels:

Cease & desist letters: Legally compliant letters to halt infringements and assert your rights, often resolving issues without the need for further legal action.

UDRP (Uniform Domain Name Dispute Resolution Policy): Formal dispute resolution process for recovering cybersquatted domains

URS (Uniform Rapid Suspension): Fast track suspension process for clear cut cases of cybersquatting

Strategic guidance

We provide the documentation, evidence and strategic guidance you need to pursue legal action and defend your brand's interests effectively.

Our end-to-end approach ensures your brand is protected not just through detection, but through decisive legal action across all necessary jurisdictions.

