



Watching your customers brands.
Globally.

ASCIOWATCH

ascio

ASCIOWATCH ALLOWS YOUR CUSTOMERS TO CONTROL HOW THEIR TRADEMARKS & BRANDS ARE USED ONLINE. ALL IN ONE INTERFACE.

ASCIOWATCH

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

AscioWatch keeps your customers safe

Companies worldwide fall victim of third parties registering domain names containing part of their brand name to drive traffic to other websites. Our unique AscioWatch services allow your customers to monitor their brands effectively. With AscioWatch your customers are able to always have an up-to-date overview of how their trademarks and brand names are used (and abused) on the internet, all in one simple and comprehensive interface. They can easily make searches and find records by mark, owner, class, filing date and country, and thanks to the data provided by AscioWatch they can take immediate action to protect their

online assets.

Global protection

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

Investigating brand abuse is like finding a needle in a haystack. It is not something anybody can just improvise. It takes in-depth professional knowledge and the right technology to give meaningful results in a timely manner.

People, knowledge and software

AscioWatch brings together the best available knowledge and the most advanced software to monitor brand abuse across 250 top and second-level domains. With our software you can help your customers fight brand infringement by monitoring the Internet globally and find out what variations of their brand names have been registered and by whom. If brand infringement is not filtered and dealt with, their online brand rights

could suffer serious damage, with serious consequences in terms of lost business and a damaged reputation.

With AscioWatch you can now offer your customers the best weapons to fight cybersquatters efficiently:

- Effective brand protection with AscioWatch
- Complete overview of the misuse of your customers' 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

Ascio Domain Watch is a core part of an effective brand protection strategy. Based on a sophisticated algorithm the Ascio Domain Watch software monitors and then reports on domain name registrations containing your customer's brand, including all sorts of typos and variations. With Ascio Domain Watch your customer will be able to monitor the development in new domain registrations containing their

brand name globally and on a continuous basis.

Ascio Domain Watch offers your customers:

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

WHOIS CHANGE WATCH

With Ascio WHOIS Change Watch your customers get reports whenever there are changes made in the WHOIS record of a domain name. This service will monitor an infringing website for ownership changes and other updates and immediately inform you and your customer.

Keep track of chances

Ascio WHOIS Change Watch tracks the ownership of a specific domain. WHOIS

records are monitored on a weekly basis providing your customers with timely information so they can act quickly. 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 your

customers:

- 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.

Access and generate reports instantly in our AscioWatch web interface.

WEBSITE CHANGE WATCH

Ascio Website Change Watching allows your customers to track when someone changes, deletes or adds anything in the content of the chosen website. AscioWatch will monitor the website on a potentially infringing domain name registered by a Third Party and observe if any changes are made to the content or if the domain is parked. AscioWatch will also create a record of relevant website changes for potential proceedings.

Ascio Website Change Watch offers:

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

ASCIOWATCH CO-BRANDING OPTION

AscioWatch gives you the opportunity to offer a great added-value product to your customers, and boost your revenues.

With the co-branding option you can now integrate the AscioWatch product with your brand without any effort: the co-branded content gives your customers all the benefits of our AscioWatch services but all branded in your name. With this solution you will enhance

your brand equity and at the same time expand your offerings while maintaining your own corporate identity.

Please contact your Account Manager to hear more about your co-branding options.

Ascio Denmark
Islands Brygge 55
2300 Copenhagen
Denmark

Tel: +45 33 88 61 00
Fax: +45 33 88 61 01
sales@ascio.com
www.ascio.com

Ascio Germany
Landshuter Allee 12-14
80637 Munich
Germany

Tel: +49 (0) 89 383 291 20
Fax: +49 (0) 89 383 291 10
sales@ascio.com
www.ascio.com

ABOUT ASCIO

Ascio is part of Group NBT plc., the leading UK Domain Name Management Company. Founded in 1999 Ascio currently has a total of more than one million domains under management and employs 275 people in offices in Copenhagen, New York, London, Vienna, Nice, Madrid, Zurich, Oslo and Munich. Ascio is responsible for the provision of Domain Portfolio Management services indirectly through more than 300 partnerships. These partners primarily include telecom operators; web hosting companies, Internet access providers and IP law firms.