

Safenames

We are a global domain name registrar providing:

- Over 1500 domain extensions
- Premium DNS
- Cyber security
- Data Center
- Brand protection
- Legal services

Brands Trusting Safenames

Technology



Pharmaceutical



Retail



ALLSAINTS



URBAN OUTFITTERS

Food Industry



Iceland

Aviation



Travel Industry and Real estate



Automobile



Mercedes-Benz



Security



Brand Protection & Legal Services



Phalanx Formation



Defensive Registration



Domain Blocks



Domain Monitoring



Enforcement Services



MARK PROTECT™

Defensive Domain Registration & Domain Blocking



- Trademarks
- No dispute Policies
- Physical location
- Expansion plans
- New Gtlds
- Keyword association
- Spam extensions



Domain Blocking
E.g : Global Block Plus - 550+ extensions

Adult Block+

Domain Monitoring - Mark Protect

Tool Functionalities

Reporting Frequencies – Daily, Weekly, Bi-Weekly and Monthly

Operates on DNS and MX record basis

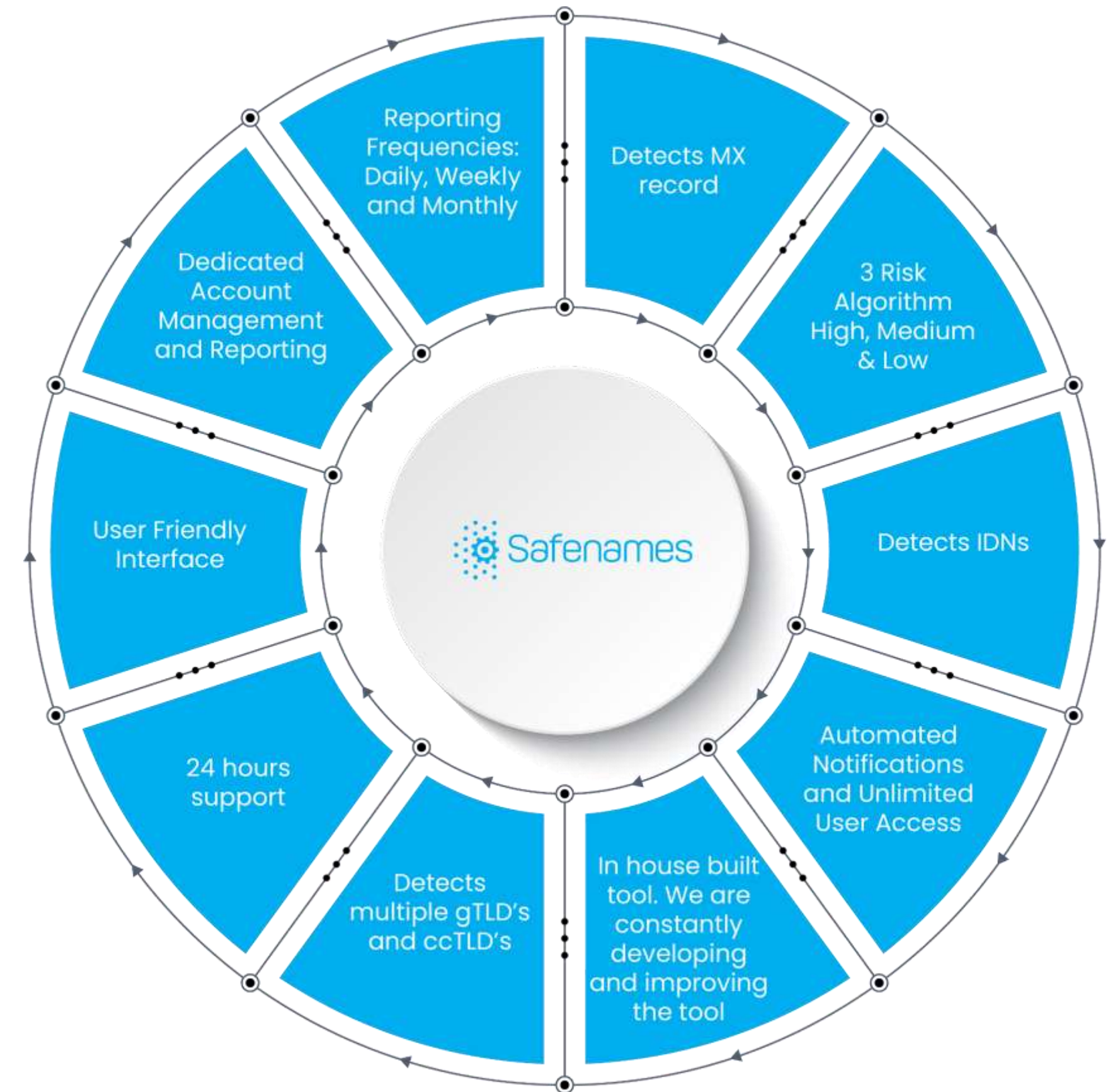
3 Risk Criteria – HIGH, MEDIUM and LOW. This will be dependent on numerous factors i.e. composition of the domain (identical/similar), extension, keywords, **content** and **nameservers** to name a few.

Detects IDNs

Data to carry out Legal cases at scale

Automated Notifications and Unlimited User Access

Dedicated Account Management and Reporting

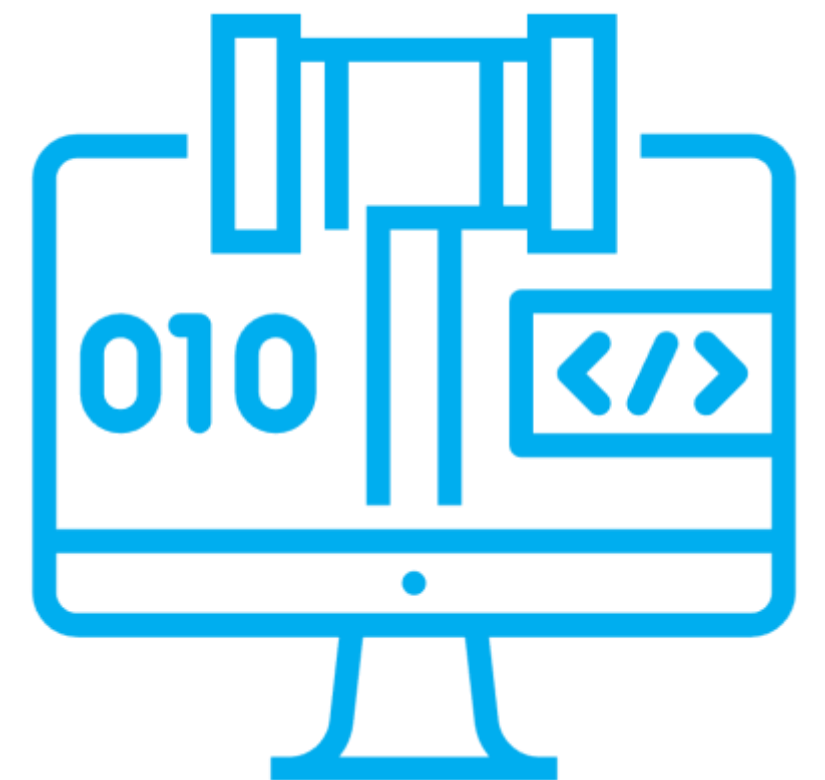


Enforcement – Legal Services

Safenames Legal is a unique hybrid model with over 15 years experience

“ Outside Counsel Expertise with an In-house Experience ”

- 1,100+ disputes filed.
- 99.3% rate through Arbitration overall. 100% success rate since 2015
- One of the Top 10 Complainant’s Representatives at WIPO (#2)
- All gTLDs covered and 135 ccTLDs covered worldwide.
- First entity to file a case in Anguilla (.AI) which set ground-breaking legal precedent.
- Regular contributor to the World Trademark Review.
- Chief Legal Counsel appointed as panellist by Nominet (.UK Registry).



Takedown Service

- Cost effective
- Fast enforcement solution
- Proactive security measure
- Disruption of Criminal Operations
- Limited Effectiveness
- Jurisdictional Challenges
- Whack-a-Mole Effect



Copyright Infringement



Phishing



Counterfeit Goods

Domain Arbitration

It shows the general public that the client has mechanisms in place to protect their brands online

A Domain Dispute is faster, cheaper and more efficient to stop online infringements

Decisions are made public and act as a **deterrent** for cybercasters

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One of the Top 10 Complainant's Representatives at WIPO (#2)

100% success rate since 2015

Consolidation of Multiple Domains against multiple Respondents

- <https://www.safenames.net/resources/blogs/safenames-blog/2024/03/20/canva-successfully-recovers-174-domains-in-a-single-cybersquatting-case>

- <https://www.wipo.int/amc/en/center/summary2023.html> + respondents





Thankyou for listening

For more information contact

+44 (0) 1908 200022 ext 268

Or email

roxana.irime@safenames.net