

# Corporate Domain Services

## Overview:

Defining.com CDS is a custom-tailored solution for Corporate Domain Services for companies of all sizes. SME is too often ignored by larger Corporate Domain Services platforms who only take on companies with huge portfolios and accompanying registration fees. Even large corporations need the personalized expertise that we can offer them as they too often lack the in-house resources to devise and implement the necessary audits, protocols and processes.

Our team offers a wealth of corporate domain name industry expertise, providing a wide-ranging suite of services including: Concrete tools and protocols for internal implementation, consolidation of your internal management processes, domain portfolio ecosystem audits, domain acquisitions, domain sales, new gTLD strategy development, support services—including Trademark Clearinghouse (TMCH) and blocking services, and recommendations to manage and secure any size portfolio.

For all of our corporate domain customers, we offer:

- **Domain Name Portfolio Management (audits, reports, management):** Leverage our expertise and guard your valuable time to maximize how domain name values work for your bottom line. Audits, consolidation, management & more.
- **Domain Acquisition & Divestment Services:** Professional and discreet, we can advise on and negotiate best deals, even for domains not on the open market. We know domain market fluctuations and have access to domains not on the open market, as well as intimate knowledge of domain name market fluctuations and private portfolios.
- **Monitoring & Enforcement Services:** We protect what you've built: providing analytics you can easily digest, integrated with actionable protocols—streamlining your processes and procedures for maximum efficiency and efficacy.
- **Advanced Security & Domain Tools:** Keep your assets safe with cutting edge security recommendations, both internally and externally.

## Portfolio Management - Domain Ecosystem Auditing

Ensuring your domain names are working for your brand is an essential part of keeping your domain portfolio healthy, secure and compliant. We'll provide you with our 20+ years experience of managing large corporate domains, to bring you analytics you can digest, integrated with actionable protocols. Opportunity cost: Our team provides a customized Domain Ecosystem Audit that gives you the data and

insights you need to both protect and extract maximum value from your domain portfolio. We'll review your portfolio from a high-level perspective to the smallest detail. Our team will apply our intimate knowledge of the nuances for domain name standards and best practices to your domain portfolio audit, bringing actionable customized recommendations and tools to implement.

## **Comprehensive Services:**

### **Domain Name Portfolio Management Services**

- Domain ecosystem audit/report (one-time or periodic)
- Nameservers and DNS configuration
- Domain portfolio consolidation
- Privacy, proxy and trustee solutions
- TMCH and blocking services
- New TLD launches
- Content resolution and traffic reports
- Parked pages
- SSL warnings

### **Domain Acquisition Services**

- Professional and discreet
- Experienced and knowledgeable negotiators
- Assessment and valuation services
- Escrow and clearing services

### **Monitoring & Enforcement Services**

- Domain & trademark monitoring
- Brand Evaluation Safeguarding - defending against cybersquatters, preempt competitors
- Reporting and recommendations
- UDRP/URS Cease & Desist letters: We provide multiple service, including sending C&Ds. and issuing UDRP/URS, DMCA letters. We can also provide recommendation to your in-house legal counsel, or we can provide direct legal recommendations and/or management.
- DMCA takedowns
- Case research and investigation

### **Advanced Security & Tools**

- Private registration
- Security review with protocol recommendations (e.g. 2-factor authentication, passphrase, multiple contacts)
- Registry locks
- DNSSEC
- DMARC Monitoring
- Nameserver Monitoring

**Cost:**

Our average retainer is \$2000 - \$5000 per month up to a set number of hours. Our a la carte solutions can be customized to not only solve your particular pain points, but to ensure you're on a successful path moving forward.