

WEB MONITORING

SAFEGUARD YOUR BRAND ONLINE

- Easily monitor online trademark use and misuse.
- Manageable list of targeted results saves you time.
- Tailor coverage to meet your specific monitoring needs.



REUTERS/Paul Hanna

"Our brands are very valuable and protecting them proactively is a wise investment. Web Monitoring is a key element of our brand protection strategy."

Allyson Krause, Corporate Attorney
Southwire Company

LEARN MORE

To learn more about Web Monitoring, please call us at (800) 692-8833.

500 Victory Road
North Quincy, MA 02171-3145
Phone (800) 692-8833

thomsonreuters.com
compumark.thomson.com

PROACTIVE PROTECTION

Do you know how your brand is being used—or misused—on the web? With millions of continually changing web pages, monitoring the Internet is a monumental challenge. Safeguarding your trademark is easy and cost-effective with our Web Monitoring solutions.

RIGOROUS MONITORING

We go above and beyond to provide concise monitoring results that you can act upon. Our expert Web Monitoring analysts:

- Work with you to define precise, custom monitoring criteria to meet your needs.
- Cast a wide net, using up to 15 or more web search engines.
- Score all "hits" for relevance, according to your criteria.
- Conduct a thorough, expert review to ensure results meet your monitoring objectives.

You receive the results that matter, without having to sift through a long list of irrelevant hits—saving you valuable time.

ONLINE REPORTING

Online reports provide fast, convenient access to the information you need to track your brand's use on the web. Email alerts notify you when reports are ready, according to your specified schedule.

TAILORED COVERAGE

We offer three distinct Web Monitoring options, allowing you to optimize coverage to meet your needs.

Web Monitoring Foundation

This is our core Web Monitoring service, providing expert, customized monitoring of your trademark according to your criteria.

Web Monitoring Advanced

This service option adds the following enhancements:

- Live Registrant/WHOIS Lookup, providing information on domain owners.
- Automated cease-and-desist functionality, allowing you to create and send cease and desist letters to domain owners in seconds.

Web Monitoring Premium

This service option adds advanced online reporting capabilities that streamline your review:

- Sort results by any column to identify relevant results quickly.
- Access snapshot views of each web page, simply by mousing over a result.
- Create custom reports with selected results and easily export them to a standard format compatible with most document management systems.

SPECIALIZED SOLUTIONS

Customize your Web Monitoring even further with specialized coverage:

Image and Design Coverage

Add monitoring of images or trademark designs.

Online Auction Coverage

Add monitoring of online auction sites to help protect your trademark from unauthorized, gray market or counterfeit sales.

