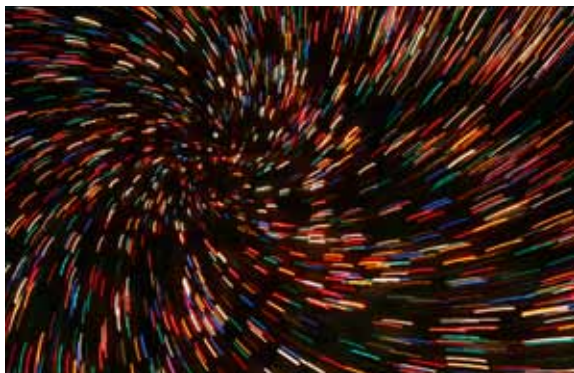


WEB MONITORING

SAFEGUARD YOUR BRAND ONLINE

- Cost-effectively monitor online trademark use
- Uncover results deep within websites
- Manageable list of targeted results saves time and money
- Tailored coverage to meet your specific monitoring needs



WHY MONITOR?

Right now, somewhere on the web, someone could be using your valuable trademark without your knowledge. Do you know if:

- A company or product of lesser quality is using a mark similar to yours, confusing consumers and impacting your brand equity?
- Your trademark or brand is being used generically, diluting its value to your company?
- Your trademark or brand is being used on a website without proper authorization?
- Your product or counterfeits are being sold without your authorization on Internet auction sites?

Given these all-too-common realities, many companies consider proactive Web Monitoring “must have” insurance for protecting their brand investment.

COST-EFFECTIVE PROTECTION

Safeguarding your valuable brands is easy and convenient with our Web Monitoring solutions. They are an essential element of a robust brand protection strategy—helping reduce your business risk, while saving you valuable time and money.

RIGOROUS MONITORING

We proactively monitor the web, systematically tracking how your trademark is used. Sophisticated monitoring strategies help uncover the most relevant results—including trademark uses buried deep within websites or in PDF files, such as scanned brochures.

Results show clearly how your mark is used. So you have the actionable information you need to determine what steps to take. You can even send cease and desist letters from your Web Monitoring online report in seconds—streamlining your brand protection workflow.

TAILORED APPROACH

Results are tailored to your specific needs, according to precise, custom monitoring criteria. And you can change those criteria quickly at any time to meet your evolving needs.

Experienced web analysts review all results to ensure they 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.

Taking proactive steps to safeguard your brand online is increasingly important. With our Web Monitoring solutions, that critical protection is easy, efficient and affordable.

*Your brands are very valuable.
Protecting them proactively
with Web Monitoring is a
wise investment.*



LEARN MORE

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

TAILORED COVERAGE

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

All options provide online reports with email alerts for fast, convenient access.

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 site owners.
- Automated cease-and-desist functionality, allowing you to create and send cease and desist letters to site 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.

CUSTOM REPORTS MADE EASY

Registrant/WhoIs	Link to Page	Summary	Score
1. YNG Corp.	http://www.yngcorp.com	Information about heart attack prevention and the pain reliever.	95
2. QPMXX Corp.	http://www.qpmxxcorp.com	The product has attained a leading position world-wide in the market.	89
3. XYZI Corp.	http://www.xyziCorp.com	Packaging includes side effects, interactions and indications.	89
4. JPWB Corp.	http://www.jpwbcorp.com	This product has years of proven effective treatment.	82

Easily create a printer-ready report of key Web Monitoring findings in seconds.

* Simulated findings shown; not actual search results.

CUSTOMIZE YOUR MONITORING

Tailor Web Monitoring to your specific brand protection needs with the following options:

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.

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