

# DOMAIN TYPOSQUATTING SEARCH

## ESSENTIAL WEB PROTECTION

- Protect brand equity and revenue by stopping diversion to false websites.
- Identify potential typosquatting domains.
- Save valuable staff time by letting our experts do the work.



REUTERS/Bazuki Muhammad BM/TW

### LEARN MORE

For more information about our Domain Typosquatting Search, please call us at (800) 692-8833.

Is someone “squatting” on a website with a name similar to that of your company or brand? Website addresses that are intentional misspellings of well-known web domains—called domain typosquatting—are extremely common. Designed to divert users when they inadvertently make a typo when entering a web address in their browser, domain typosquatting can siphon off traffic from your website and tarnish your brand.

### COMMON RISK

A recent McAfee Security Report (Fall 2008) found more than 80,000 domains typosquatting on just the top 2,000 websites. The same report found that 17 popular websites had between 235 and 742 typosquatting domains each.

### PROACTIVE PROTECTION

Proactively identifying instances of typosquatting is easy and convenient with our innovative, new Domain Typosquatting Search.

Our dedicated team of specially trained web analysts search a variety of typos and common entry errors to identify potential cases of typosquatting aimed at your brand. So you have the insight you need to:

- **Take defensive action**, registering potential typosquatting domains.
- **Take legal action**, enforcing your rights against typosquatters.

### COMPREHENSIVE APPROACH

To provide you with the most pertinent results, our specially trained analysts search numerous variants of your domain name commonly used by typosquatters. For example, a typosquatting search report for YELLOWSKY would include:

- **Wrong key typos** (e.g., YRLLOWSKY, YELLOWSJY, UELLOWSKY)
- **Missed characters** (e.g., YELOWSKY, YELLOWSK, YLLOWSKY)
- **Double characters** (e.g., YYELLOWSKY, YELLOWSKY, YELLOWSKYY)
- **Double key strikes** (e.g., TYELLOWSKY, YELLOAWSKY, YELLOWSKHYY)
- **Transposed characters** (e.g., YELLWOSKY, YELLOWSYK, EYELLOWSKY)
- **Character look-alikes**, such as “O” and “0” (e.g., YELLOWSKY)
- **Wrong domain** (e.g., .INFO instead of .COM)
- **Other common typos** (e.g., WWWYELLOWSKY, WWW-YELLOWSKY, YELLOWSKYCOM)

Order Domain Typosquatting Search as a stand-alone search or add it to any U.S. Full Search, including Company Name and Full Industry Search products.

### TIME-SAVING REPORTS

Clear, easy-to-read reports provide the critical information needed to assess your typosquatting risk:

- **WHOIS information** for each domain registrant, so you don’t have to spend time searching for this critical data.
- **Website screen captures** to help you evaluate results, without having to navigate to each website.
- **Potential typosquatting domains** that are not yet registered—valuable information for developing your brand protection strategy.

For information on Typosquatting Watch, see other side.

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#### DOMAIN TYPOSQUATTING WATCH

The incidence of typosquatting has exploded in recent years. What can brand owners do to do protect themselves? We have you covered, with Domain Typosquatting Watch.

Domain Typosquatting Watch looks for “misspellings” of gTLD domain names. Reports include a list of typosquatting domains and indicate whether those domains are currently registered. For registered domains, the report provides **WHOIS information** on the domain owner, when available.

#### Insight to Act

**Domain Typosquatting Watch** provides invaluable insight to help identify and assess the risk posed by typosquatting to important domains and brands. It helps prepare you to:

- Better understand potential threats and opportunities so you can be proactive
- Take legal action, enforcing your rights against typosquatters.

#### Time-Saving Reports

Order Domain Typosquatting Watch as a stand-alone watch or add it to any gTLD watch.

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