

DOMAIN NAME MONITORING

The Web is an essential element in the life of your trademarks, which is why we make sure they are monitored over the Internet, among domain names and corporate names.

Our methodology allows us to carry out monitoring over an effective **monitoring area** to ensure your rights are not infringed and to provide **real protection** of your domain name.

OUR METHODOLOGY



To guide our **ANALYSIS**, we:

- ▶ Define a selection filter with a list of keywords to optimise the monitoring field
- ▶ Monitor trademarks on the web according to a previously established strategy, in terms of:
 - Media;
 - The definition of a selection filter based on a list of keywords;
 - The definition of the type of reaction.

For each domain name monitoring operation, our **SERVICE** includes:

- ▶ The setting up of a strategy for filtering results and the response policy that we decide to adopt to identify only the results that we feel are relevant;
- ▶ The establishment of monitoring tables containing the information obtained via our provider's database and our recommendations.

DELIVERABLES & TOOLS AVAILABLE



EMAIL
ALERT



MONITORING
TABLE



ACCESS TO YOUR FILES ON
THE SHERPA® PLATFORM



MONITORING STRATEGY

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