

Web Watch Service

Safeguard your brand online

All hands on web for brand protection

The Internet and new online media have made our world more interconnected than ever before. While this presents tremendous opportunities, it also increases the need for online brand protection.

Watching the *World Wide Web* can answer that need. And give you more insight in how your brand is presented online. A monumental or expensive challenge? Not anymore.

Web Watch: low-cost and time-saving

We won't waste your time with endless hit lists. Our value is in delivering actionable reports that contain the results that matter to you most.

So you can make confident decisions quickly and inexpensively and address issues related to online brand infringement, like:

- **Misuse**
Is your brand used generically (missing ©, ® or ™) or descriptively?
- **Brand identity / derogatory remarks**
Is your brand being mentioned in a positive or negative fashion or context?
- **Unlicensed use**
Is there any unlicensed mention or sale of your brand? (Can include auction and "store fronts".)
- **Confusing similarity**
Are there similar brands in the same channel of trade? (Can include parody-use.)

Plenty of reasons why Web Watch deserves to be a key element of your brand protection strategy.

Web Watch checklist

- **Low cost**
- **Customizable strategy**
- **Expert research**
- **Monthly reports**
- **Easy review**
- **Quick insight**

Why Web Watch with us?

Of course, there is the low cost and the fact that our Web specialists have an average of 18 years experience in trademark research. But there is more:

- **Customized strategies**
Every brand has its own, unique character. That's why before starting, we discuss strategy with you to craft monitoring criteria that best meet your needs.

- **Top-notch research and selection**
Sure, we use search engines like everyone does. But we combine it with the talents of our expert analysts who select the most relevant hits and websites for your brand.
- **Clear, concise reports**
Our monthly reports include word and design marks with screenshots of and live links to the identified websites. When available, we also provide WHOIS™ information.
- **Time-saving review tool**
Reports are delivered to the Analysis Tool on SERION®. So you can add your own comments per record or export selected results into final reports in just a few clicks.

To learn more, visit compumark.com



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