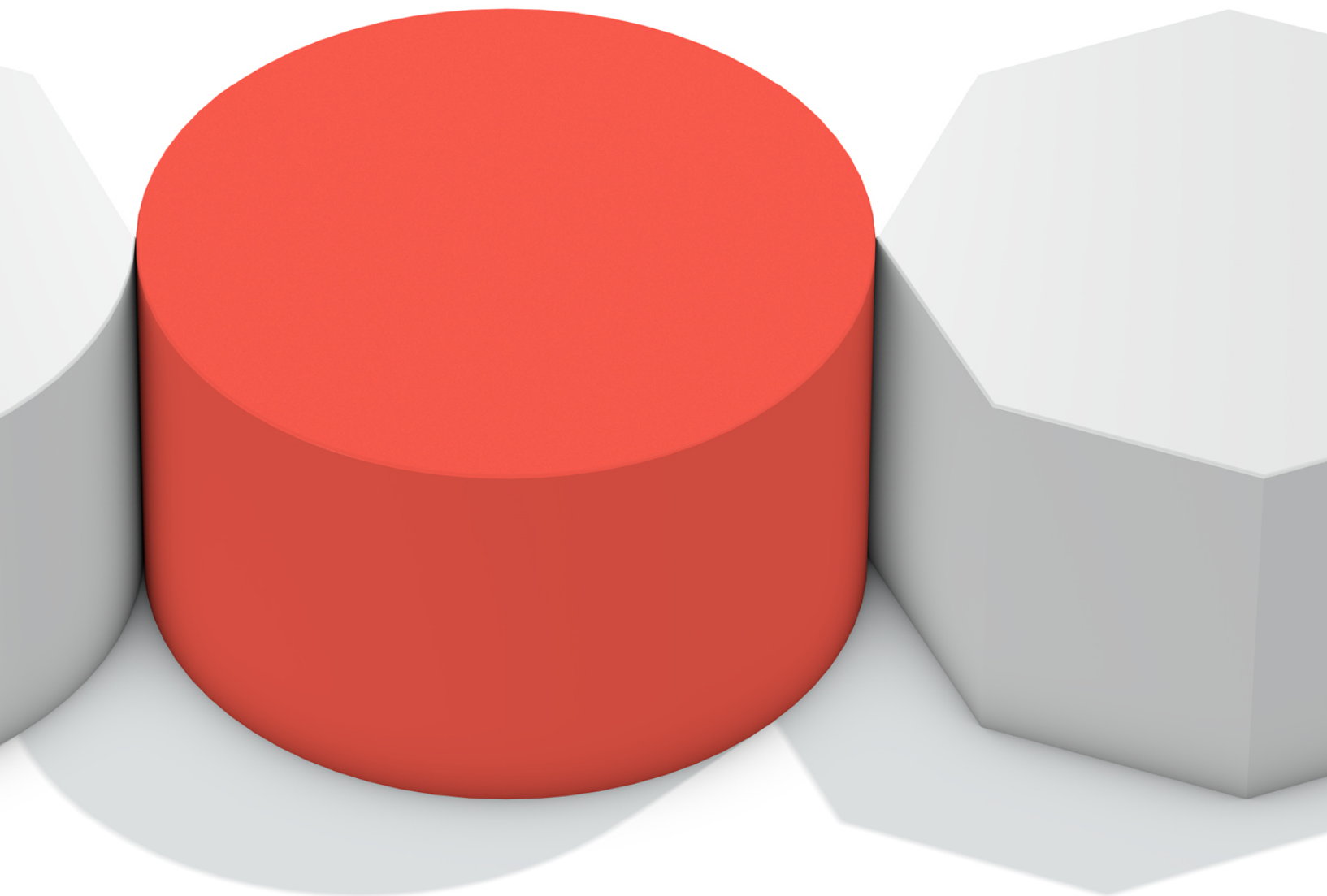


# Social Media Solutions

Fact Sheet



## Strengthen your trademark strategy

With the growth of online channels, businesses are exploring new and innovative ways to advertise online to engage customers. With nearly 3.5 billion active social media users<sup>1</sup>, this is an increasing channel for trademark vulnerability.

CompuMark's Social Media Username Search and Watch provide the rapid insight needed to help protect your brand, reputation and revenue by providing detailed information on the omnipresent social media landscape.

### Social Media Username Search

Identify potential trademark conflicts through this Identical Search early in the clearance process before you make a significant investment in your brand.

- Discover whether your proposed social media username is available or taken.
- Choose the social media coverage that meets your needs—top 25, top 50 or all 120+ sites.
- Add Social Media Username Search to your Full Availability Search or order as a standalone report.

### Social Media Username Watch

Pinpoint username infringement on your trademark before it negatively impacts brand value.

- Receive notice when a watched trademark appears as an identical username on major social media sites.
- Eliminate the time-consuming task of manually monitoring social media websites for brand misuse.
- Add Social Media Username Watch to your current portfolio, or order as a standalone report.

## Value proposition

### Insight at your fingertips

Today, most trademark owners do not monitor social media sites, or do so in a limited capacity. Including social media websites as part of a holistic trademark clearance and brand protection strategy is essential for mitigating risk to your brand and bottom line.

CompuMark's Social Media solutions remove the administrative burden and streamline the entire username monitoring process. We report on the use of trademarks as usernames on popular social media sites, helping you minimize the risk of costly conflicts and safeguard your valuable brands.

### Delivery

Access and analyze results quickly and conveniently in our SERION® online trademark environment.

- Accelerate your initial review with screenshots of identified social media pages and links for real-time evaluation.
- Deliver via .doc or Analysis Tool.
- Streamline your workflow – review social media results with your other CompuMark screening search and watch results, all in one place.

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<sup>1</sup> Source: TheNextWeb, <https://thenextweb.com/contributors/2019/01/30/digital-trends-2019-every-single-stat-you-need-to-know-about-the-internet/>

## Extensive social media coverage

Social Media Search and Watch target more than 120 of the most popular social media sites\*, including the following:

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500px	DailyMotion	Gumroad	Pandora	StreamMe
About.me	Designspiration	Hackernews	Pastebin	Telegram
AngelList	deviantART	Houzz	Patreon	Tracky
Ask FM	Disqus	HubPages	PayPal	Trakt
Badoo	Dribbble	IFTTT	Photobucket	Trip
Bandcamp	Ebay	Imgur	Pinterest	TripAdvisor
Basecamp	Ello	Instagram	Plenty Of Fish	Tripit
Behance	Etsy	Instructables	ProductHunt	Tumblr
BitBucket	EyeEm	Kano World	Quora	Twitter
blip.fm	Facebook	Keybase	Reddit	Venmo
Blogger	Fanpop	Kik	ReverbNation	Vimeo
BuzzFeed	Fiverr	Kongregate	Roblox	Vk
Canva	Flickr	last.fm	Scribd	Wattpad
CashMe	Flipboard	LiveJournal	Slack	Wikia
Codecademy	Fotolog	Medium	Slideshare	Wikipedia
CodeMentor	Foursquare	Mix	Smashcast	Wordpress
Coderwall	Github	Mixcloud	SoundCloud	Yelp
ColourLovers	Good Reads	MySpace	Soup.io	Younow
Contently	GooglePlus	Newgrounds	Spotify	YouTube
Creative Market	Gravatar	OkCupid	Steam	StreamMe

*\*Sites covered are subject to change.*

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To learn more, please contact us or visit [compumark.com](http://compumark.com)

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