

Iron Mountain Enforcement Service



Strike back against online brand abuse

Iron Mountain is the world's most trusted partner for information protection and storage, and also sets the industry standard for intellectual property management services. With over 235,000 customers across 166 geographic markets, Iron Mountain draws on more than 50 years of experience to specialize in domain name records management and technology escrow.

An organization's corporate identity and intellectual property consists of its name, logos, trademarks, brands, patents and domain names – intangible assets that drive revenue, establish trust and protect the customer experience. Nowhere is that corporate identity more vulnerable than on the Internet.

Today, almost every business has some type of Internet presence, and the complexity of protecting a company's identity has skyrocketed with the proliferation of information online. Corporate brands are barraged by opportunistic or malicious acts, which can result in lost website traffic, unauthorized product distribution and loss of consumer goodwill. A significant portion of these threats poses a huge risk to revenue, brand equity and legal liability exposure.

Brand abuse is a top concern for Iron Mountain customers who manage online intellectual property. To defend against brand abuse, companies must be able to rapidly identify infringement, and then control it.

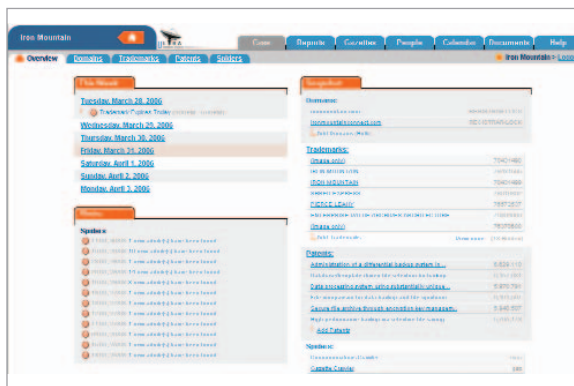
IRON MOUNTAIN DELIVERS

Iron Mountain offers the Enforcement Service to audit, monitor and enforce against unauthorized brand use. By partnering with Iron Mountain for your online intellectual property protection needs, your company can:

- Recapture lost revenues by detecting unauthorized product distributions, affiliations, and logo use.
- Stop wasting time and budget dollars by reviewing irrelevant data.

Identifying online abuse is only half the battle. To eliminate impact, businesses must resolve disputes and shut down online pirates. Iron Mountain's Enforcement Service tracks brand abuse and simplifies enforcement efforts.

- Understand how much a potential abuse incident may impact your business. Iron Mountain provides detailed reports of your brands and trademarks that are being used, such as in source code, invisible and visible text, logos, and links.
- Decrease domain name acquisition costs by utilizing Iron Mountain's Domain Name Recovery Service to privately obtain a domain name from another registrant.
- Expect a superior level of personal service with a strong focus on respecting your time from our expert customer service team.



A HIGH DEGREE OF FLEXIBILITY AND REFINEMENT FILTERS OUT UNWANTED RESULTS



**REAL-TIME MONITORING;
EASY-TO-INTERPRET REPORTS**

Until recently, Internet-based brand and intellectual property management has been a relatively incomplete, manual, search engine-based process. Iron Mountain understands these challenges and has introduced the Enforcement Service, a single, automated solution across marketing, product development, and legal departments to consolidate the tasks of intellectual property and brand management functions.



Iron Mountain’s Enforcement Service helps customers protect their corporate identity and brands on the Internet with the right set of customizable monitoring and searching tools, plus human experience and knowledge.

A powerful, automated search engine continuously inspects the Internet for brand asset and intellectual property references in:

- Blogs,
- Web content including auction sites,
- Domain name registrations,
- Search engines,
- Registries,
- Patent databases and
- Message boards.

It can track patent applications, newsgroup activity, logos, offensive associations, trademark infringements, unauthorized linking relationships and copycat sites.

It then uses proprietary “push” technology to automatically deliver graphical, custom reports – as often as daily – so that counter measures can be quickly enacted.

**STRENGTHENING INTELLECTUAL PROPERTY
PROTECTION THROUGH INTELLIGENCE**

Iron Mountain customers can use the Enforcement Service to:

- Quickly identify and challenge brand abusers
- Complete an ongoing audit of the company’s web presence
- Combat brand abuse across the entire Internet – including in blogs, message boards and auction sites
- Provide instant notification when related domain names, taglines or product or service names are registered
- Recognize logos or pictures online
- Assist with domain name recovery and consolidation
- Manage a patent database and monitor patent applications
- Gain visibility into all cases under management
- Log in any time and get new results daily via easy-to-interpret, graphical reports
- Reduce the cost and complexity of managing online brand abuse
- Create customized reports highlighting the most relevant threats or potential infringement, documenting any form of activity logged by the Enforcement Service.
- Facilitate collaboration with colleagues by sharing documents, creating appointments and events, and conducting online discussion.

Iron Mountain’s Enforcement Service is powered by ULTRA®, a technology supplied by Iron Mountain partner AVESTAR-IP, LLC, and is integral to the Iron Mountain Connect® Domain Name Center, Iron Mountain’s online portal that gives customers a central point of control for managing all their domain name records.



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