

## Web Monitoring

Web Monitoring from Thomson CompuMark helps protect your brand from infringement, misuse and abuse on the Internet. We police the web for you, alerting you to inappropriate, unauthorized, generic, or fraudulent uses of your trademark, brand or company name. Web Monitoring provides the information you need to respond quickly, reducing risk to your brand and lost revenues.

### SERIOUS THREAT PROTECTION

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Using advanced tools and techniques, our experts provide the in-depth Web Monitoring your in-house staff just doesn't have the specialized expertise, time or tools to perform. We can help protect your brand from a range of threats, including:

- **Trademark infringement** – Is someone else using your brand or mark?
- **Adult site association** – Is your brand appearing on inappropriate sites?
- **Generic usage** – Is your brand equity being eroded by generic use?

### SMART SOLUTION

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Our Web Monitoring provides a cost-effective, time-saving solution for addressing one of the most significant threats to your brand today. You enjoy:

- **Customized service** – Web monitoring strategies are tailored to your specific needs.
- **Comprehensive coverage** – We cast a wide net, monitoring a range of major search engines.
- **Sophisticated screening** – Advanced, proprietary filtering techniques help narrow down results to the most relevant, ranked results, minimizing the time and staff required to review results.
- **Online reporting** – Concise online reports provide the information you need to help assess potential threats to your brand—and to take appropriate action quickly. Email alerts notify you when reports are ready—bi-weekly, monthly, quarterly...it's up to you.
- **Substantial time savings** – Manageable list of targeted, relevant results saves you valuable time, enabling you to focus on your core business.
- **Exceptional value** – Our Web Monitoring service costs less than competing services, yet provides tremendous value.
- **Automated cease and desist** – Optional feature set provides automated cease and desist function, enabling you to create and send a cease and desist letter to the site owner in just seconds, plus WHOIS information for identified sites.

**Please call us at (800) 692-8833 for more information on our Web Monitoring.**

**"It's a very useful tool...  
this is a major time-saver."**

- **Richard M. Assmus**  
Senior Associate,  
Intellectual Property  
Mayer, Brown, Rowe & Maw LLP

*Web Monitoring is one of Thomson CompuMark's Web Watching Services, Powered by InverGlen.*