




**Corporate Domain Portfolio Management,  
Online Brand Monitoring  
& Premium Services.**



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## Overview

Safenames was founded in 1999 and have been a leading provider of Global Domain Management, Brand Protection, SSL and Hosting Services for over 21 years.

Our powerful and comprehensive suite of partnerships and managed web-based tools enables our customers to effectively protect their domain names, trademarks, and online brand identities across the globe.









## Mission

In a fluid digital age, we enable clients to make their mark on the world. We provide a safe and secure framework within which our client's brands are protected. We engage, we connect, and we share our knowledge to help deliver our client's aspirations.



## Our Vision

To be the number one service provider in protecting and securing digital brands and platforms.

-  Connecting businesses and brands – working together to create unique customer experiences.
-  Customer centric, always – building loyalty, trust and integrity.
-  People are our assets – we never underestimate the value of our people.
-  A culture of togetherness – our community supports well-being and success.
-  Protect and defend – robust processes to ensure brand security.
-  To lead, discover and learn – always at the front, never behind.



## Why use Safenames?

- We can register domains in any country or territory in the world, including those that require a local presence or registered company.
- We will implement a proactive registration strategy, a managed online brand monitoring solution, and a tailored domain name recovery program for you.
- You will be able to minimise the time that your internal resources spend on domain portfolio management.
- We will secure your domain names and help your organization prevent cyber-squatting, phishing attacks, and other unauthorised use of your brand(s) on the Internet.
- We will maximise the reach of your domain names by ensuring that web traffic searching for your site, actually reaches your site.
- We will keep domain name assets safe. We will add multi-factor authentication to your account(s) to ensure domain names cannot be stolen.
- We enable you to manage your domain name assets via either the Safenames API service or our advanced International Domain Portal (IDP).

## Our core services

### **Domain Management**

Accredited with almost all ccTLD registries we have the ability to register domain names in over 240 countries and international territories—in total more than 1500 extensions. We continually monitor developments related to new domain name launches and make these new extensions available to you. We will assist you with meeting the registry requirements for any domain name registrations and ensure that the proper documentation is submitted during each launch phase/period.

At no additional cost, we will assist your legal, IT and marketing teams with a consultative approach and outline a clear and concise domain registration plan for your company as specific needs arise, such as the creation of a new brand(s) or campaigns for clients, formation of new subsidiary companies, and/or acquisitions and merger events.

### **Account Management**

We will assign a dedicated account manager who will act as an extension of your company—overseeing everything related to domain names and online brand monitoring. You can rely on your dedicated account manager for tasks such as, providing updates on new developments within the domain industry, analyzing the health of your online brand, coordinating enforcement actions, ensuring proper registration of recovered names, third party domain negotiations, and your overall online brand protection strategy.

Your dedicated account manager will hold monthly or quarterly status meetings to discuss management and monitoring strategies for you. These reviews are aimed to discuss your ongoing needs and to develop a tactical plan for executing against those needs both immediately and in the following quarter(s).



# Domain Management

To effectively manage a domain name portfolio, we believe that domains should be registered and managed with a single registrar - We recommend that a brand consolidates its domain portfolio by using the Safenames portfolio management system and our International Domain Portal. We will perform a domain audit and make specific recommendations. Our project management and transfer team are experienced in transferring generic domain names such as .COM, .NET, .ORG, etc., and understand the complex requirements for transferring country code extensions (ccTLDs). We will work with your team to ensure that your DNS settings are configured properly, eliminating any down-time during the transition period. As part of the transfer and consolidation process, we develop a detailed project plan, which includes a timeline for completion. The project plan will be reviewed and agreed upon by all parties prior to beginning the consolidation.

We keep your domains safe from cybercriminals and individuals who may want to cause harm to your company and/or brand(s), as well as innocent mistakes made by your internal employees.

# SSL Management

In addition to effectively managing and meeting all your global domain name related needs, we also facilitate and deliver a superior SSL registration, validation and management service, incorporated within our international domain portal, thus complementing the consolidation of all your online assets under one roof. We are partnered with the following industry leading vendors: DigiCert, Thawte, RapidSSL, Sectigo, GlobalSign, GeoTrust.

Home | WHOIS | Help | Logout  
Account Domain Management Search & Order Support Resources

Home / Search & Order / Order SSL Certificates

### Order SSL Certificates

- DigiCert**
- thawte**
- RapidSSL**
- SECTIGO**  
FORMERLY COMODO CA
- GlobalSign**  
GMO Internet Group
- GeoTrust**

#### DigiCert - Basic OV

- Organisation Validation (OV)
- Secure up to 250 domains on one certificate
- Secure a single domain
- Secure a domain and all its subdomains
- Secure multiple domains, multiple wildcard domains, or a mix of domains and wildcard domains
- Base domain included free of charge when you add a www SAN
- Add a wildcard domain and get the base domain free of charge
- Multiple Server Licencing - free of charge
- Unlimited reissues for the life of the certificate

Order Certificate

#### DigiCert - Basic EV

- Extended Validation (EV)
- RSA 2048+ encryption and SHA2-256 signature algorithm
- Secure one domain or use Subject Alternative Names (SANs) to secure multiple sites with one certificate
- Secure up to 250 domains on one certificate
- Base domain included free of charge when you add a www SAN
- Multiple Server Licencing - free of charge
- Unlimited reissues for the life of the certificate

Order Certificate

## Online Brand Monitoring

Our technology will:

- Scan active websites for unauthorized use of images or logos and provide a report that will include the domain name, Whois contact details and current use summary.
- Up to 50 social media platforms can be monitored to detect false association with your brand, and terminate their activity from which they benefit/profit whether financially, or otherwise.
- Detecting and terminating false apps which claim to be associated with your brand.
- Detecting competitors and unauthorized users whom violate your content to improve their search engine listings.

## Domain Name Acquisition

Our Domain Acquisition Service provides a secure, anonymous, and trusted solution for purchasing domains that have already been registered by someone else, but may be available for purchase in the secondary domain market. Whether you need a specific domain for a new brand, a product launch, or a marketing campaign, a representative will contact the registrant of any domain name, on your behalf (full disclosure, partial disclosure or full anonymity), and attempt to negotiate the purchase of the domain.

Our acquisition consultant will work with you to establish a recommended purchase price and review the negotiation plan. If the sales transaction is successful, the domain name will be transferred to your Safenames account with our WHOIS privacy service added to ensure a confidential transaction. We will also handle delivery of payment to the seller.

## Domain Recovery

We will assist you with drafting and filing a complaint using an Alternative Dispute Resolution Service Provider, such as WIPO, FORUM, or Nominet. Our legal team has extensive experience with the UDRP policy for gTLDs and ccTLDs dispute resolution proceedings. We can draft and file a domain dispute with these organisations in compliance with their procedural requirements on your behalf. We can also provide guidance to your legal team on a particular domain or list of domains, and/or serve as a research consultant and gather information on the registrant and/or other parties associated with said domain(s).

We have compiled a data base of all previous WIPO, National Arbitration Forum (Forum), and Nominet domain dispute cases –a valuable resource for identifying existing case law, precedent, and the most appropriate course of action. We perform “take downs” on sites where phishing is occurring. We will also draft and send Cease & Desist letters.



# Trademark Clearing House Agent – TMCH Service

We will assist you with registering your trademark/s with the TMCH (period 1, 3, 5 & 10 years) for the purpose of:

- New nTLD priority registration/ Sunrise Phase. Every new nTLD, once released for registration is reserved for a minimum period of 30 days to TMCH registered trademark holders, which have priority in registration ahead of the wider public availability.
- 3rd party registration notification. You will be notified of any/all nTLD registrations matching your TMCH secured brand name, outside of the above registration protection period.

**Domain Blocks:**

**TREx (Trademark Registry Exchange) Via TMCH**

Block domain registrations of your TMCH protected trademark/s across 43 nLTD's & ccTLD's.

<https://www.trademark-clearinghouse.com/content/tmch-trex-trademark-registry-exchangenable>

**Extended Protection Service - EPS+**

Block domain registrations of your TMCH protected trademark/s across 23+ nTLD's over a period of 10 years.

<https://www.unieps.help/tlds>

**Domains Protected Marks List – DPML+**

Block domain registrations of your TMCH protected trademark/s across 239+ nLTD's over a period of 10 years.

<https://donuts.domains/what-we-do/top-level-domains>

**AdultBlock +**

Blocks .xxx, .adult, .porn and .sex TLDs across multiple labels and homoglyphs/IDNs (20+ languages).

<https://adultblock.icmregistry.com/>

**\* Please note, to be eligible for the aforementioned blocks, you must have an SMD file from the TMCH**

# Premium DNS / CDN Service

We offer Premium DNS Services powered by Cloudflare, Neustar UltraDNS, or NS1, the world's leaders in DNS Hosting. As an Enterprise partner (reseller) of the above providers, we can obtain a heavily a discounted price. The services include an easy-to-use web interface to manage your DNS records. Additionally, these services offer Anycast nodes that are located across the globe, enabling you to lower your site response times and improve the overall DNS security of your websites.

# Bot Detection and Mitigation

We also specialise and partner (reseller) with the world's leading Bot Detection and Mitigation providers, thus not only being aware of, but also able to fully combat the issues posed by sophisticated automated threats that are used by fraudsters, hackers and competitors to commit online fraud, break into customer accounts, and gain an unfair competitive advantage. Ensuring your websites, mobile apps. and API's are protected against automated threats.



Subset of Threats	Name	Defining Characteristics
Account Credentials	Account Aggregation	Use by an intermediary application that collectstogether multiple accounts and interacts on their behalf.
	Account Creation	Create multiple accounts for subsequent misuse.
	Credential Cracking	Identify valid login credentilas by trying different values for username and/or passwords.
	Credential Stuffing	Mass login attempts to verify the validity of stolen/ password pairs.
Payment Cardholder Data	Carding	Multiple payment authorisation attempts used to verify the validity of bulk stolen payment card data.
	Card Cracking	Identify missing start/expiry dates and security codes for stolen payment card data by trying different values.
	Cashing Out	Buy goods or obtain cash utilising validated stolen payment card amd other account data.
Vulnerability Identification	Footprinting	Probe and explore application to identify its constituents and properties.
	Vulnerability Scanning	Crawl and fuzz application to identify weaknesses and possible vulnerabilities.
	Fingerprinting	Ellicit information and the supporting software and framework types and versions.
Other	Ad Fraud	False clicks and fraudulent display of web placed advertisements.
	CAPTCHA Bypass	Solve anti-automation tests.
	Denial of Service	Target resources of the application and database servers, or individual user accounts, to achieve denial od service (DoS).
	Expediting	Perform actions to hasten progress of usually slow, tedious or time consuming actions.
	Scalping	Obtain limited availability and/or preffered goods/ services by unfair methods.
	Scraping	Collect application content and/or other data for use elsewhere.
	Skewing	Repeated link clicks, page requests or form submissions intended to alter some metric.
	Sniping	Last minute bid or offer for goods or services.
	Spamming	Malicious or questionable information addition that appears in public or private content, databases or user messages.
	Token Cracking	Mass enumeration of coupon numbers, voucher codes, discount tokens, etc.

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