

The Challenge for Your Business And How Net Enforcers Can Help

Continual advancements in e-commerce have created a wealth of new business opportunities for corporate brand owners, but unprecedented harm as well. Fraudsters, competitors and even partners are finding new ways every day to exploit the power of the Internet at the expense of your brand value. The negative impacts of these abuses on your brand and your bottom line are difficult to manage, but we can help. Net Enforcers has created industry-leading solutions to help you combat these threats. Whether you are concerned about intellectual property infringement (such as trademark or copyright abuse), counterfeit goods and services, or reputation management – Net Enforcers can help protect the overall integrity of your corporate brand for less than the cost of one full time employee.

Our Brand Protection Services

Auction Monitoring – The exponential growth of online auctions has created tremendous opportunities for the sale of your products. However, the increased visibility of online auctions presents a new set of threats to your brand, including trademark and copyright abuse and counterfeiting. Net Enforcers' comprehensive Auction Monitoring solution scans the top auction sites and provides you with the data you need to take the actionable steps necessary to stop abuses to your online brand.

Online Channel Monitoring – While online retailers offer increased exposure for your brand to consumers, they also pose a risk to your product name. Net Enforcers' Online Channel Monitoring offers the most complete protection for your online distribution channels from counterfeiting and grey market goods, trademark and copyright infringement, unauthorized dealers and other deceptive online retail practices.

Forums, Blogs and News Sites – Blogs and other social networking sites have become powerful outlets for your customers to broadcast both positive and negative opinions about your products. Net Enforcers gives you the power to monitor forums, web blogs, and news sites for posts about your brand and products, enabling you to analyze this information to give your company a competitive advantage in marketing and product development.

Pay-Per-Click Advertisement Monitoring – You have invested a lot in a brand that consumers respect and admire. Is someone else using your goodwill to achieve their own profits? Net Enforcers' Pay-Per-Click Advertisement Monitoring scans the top search engines' PPC ads to help you identify abuses such as false advertising, traffic diversion, counterfeiting and more.

Domain Name Monitoring – The ability to brand a domain name has made connecting to consumers easier. How do you make sure that the website your consumers think is yours is actually yours? Domain name abuse is an increasing source of online brand dilution and a leading mechanism for illegal siphoning away of customers. Net Enforcers' Domain Name Monitoring identifies new registrations, expirations and common misspellings of your brand name and keywords.



OPTIONAL ON-DEMAND SERVICES:

Internet Scrub – Knowing who is selling your products online and who is using your brand is the first step to online brand protection. Are you certain you know everyone selling your products and using your brand? Net Enforcers' Internet Scrub is an in-depth search to find dealers who are selling your products and determine if they are abusing your intellectual property.

Dealer Communications Services – Effectively communicating to dealers, internet service providers, auction sites and others regarding findings from your brand monitoring efforts can be cumbersome and costly. With Net Enforcers' Dealer Communications Services, you can quickly and cost-effectively communicate to needed parties with select templates including verifications of dealer status, notices of claimed infringement and cease and desist letters, approved by your legal counsel.

Protecting Your Bottom Line Begins With Protecting Your Brand®



About Net Enforcers

Net Enforcers has been a leading provider of online brand protection and enforcement services since our founding in 2003. We actively safeguard the brands of top consumer electronics, pharmaceutical, financial services, automotive, and sporting goods manufacturers. We combine the benefits of state of the art technology and analysis by well-trained staff to discover websites mentioning your brand online, capture relevant data for each site, and determine whether or not the site represents a threat to your brand based on your criteria.

In 2007, Net Enforcers was acquired by Intersections Inc. (NASDAQ: INTX) a leading global provider of corporate and consumer identity management solutions, with over \$360 million in revenue in 2008. Intersections has successfully authenticated the identity of more than 25 million consumers for applications relating to consumer identity theft protection, pre-employment background screening, identity theft victim assistance services, corporate data breach remediation, and fraud prevention in online and call center applications. Intersections markets consumer identity theft protection solutions under the IDENTITY GUARD® brand (www.identityguard.com) and on a private label basis for numerous clients.

Intersections Business Services, the division of which Net Enforcers is a part, provides corporate protection services to over 2,000 clients on a worldwide basis including:

Pre-employment Background Screening: Verification of employment, education and criminal histories for job applicants, potential suppliers and business partners on a global basis.

Data Breach Readiness Services: Full service capabilities for corporate reputation management following the loss of personally identifiable customer information including breach notification letter services, breach customer care services and identity theft protection services for impacted customers.

Identity Theft Protection: Providing the best in class consumer identity theft protection products for use as an employee or customer retention tool or revenue generating product sale.

Victim Assistance Services: Through our exclusive relationship with the Financial Services Roundtable, Intersections operates the Identity Theft Assistance Center to assist customers of dozens of the largest financial institutions in North America who become victims of identity theft to restore their good names

Brand Protection: Net Enforcers' suite of online protection services designed to help corporate brand owners combat the growing threats of corporate identity theft on the Internet.

The Net Enforcers Difference

Net Enforcers helps businesses just like yours stay protected - so you can focus on growing and succeeding in an online world. Our solutions protect the online brands of companies in multiple industries, and no matter how unique your business or products may be, we're able to provide uniquely tailored services for each brand.

Just a few of the differentiating features of our services include:

- Our solutions have proven effective for a wide range of brand owners in the consumer electronics, pharmaceuticals, automotive, financial services and other industries.
- Our proprietary technology targets the most relevant sectors of the Internet to cost effectively identify high priority potential brand abuse.
- Our experienced brand analysts examine potential findings against your criteria to ensure we isolate high probability instances of brand abuse from the volumes of legitimate mentions of your brand on the web.
- Our unique customer portal serves as a central hub for brand owners to monitor results of our efforts and instruct Net Enforcers or outside counsel to initiate action to uphold your rights.
- Our services can be flexibly bundled into packages that meet your highest priority needs within your budget constraints.

Interested in learning more?

Contact us today to learn more about what we can do for you.

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