

Promote and protect your brand on the expanding Internet.

Our experts provide domain name services, gTLD management, brand protection and Internet policy consulting to Global 1000 companies and large non-profits.

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REPORTS

3 Significant UDRP Decisions Report

"Three Significant UDRP Decisions To Review Before Filing A Complaint" is a new report from the FairWinds UDRP team. In this report we outline the information you need in order to safeguard money, time, and brand reputation by filing the right complaints, the right way. Three items we specifically focus on are: Best practices for protecting ... [Continue reading 3 Significant UDRP Decisions Report](#)

The Impact of ICANN's New gTLD Program on the Domain Name Industry

In June 2011, the Board of Directors of ICANN authorized the launch of the New gTLD Program, an unprecedented move with unknown potential impacts on internet governance policies, brand protection and marketing practices, and domain name pricing trends. This report, uniquely, examines these areas of impact, offering analysis and insights not found elsewhere. It was ... [Continue reading The Impact of ICANN's New gTLD Program on the Domain Name Industry](#)



Domain Name Strategy & Advisory Services

Domain Strategy and Portfolio Services

These services optimize and improve clients' current domain name portfolios, and provide clients with improved short- and long-term strategies to extract value from their domain name programs.

- Analyzes clients' domain name portfolios and the digital spaces around their brands, ensuring that every recommendation is custom-tailored to their needs
- Uncovers superfluous and unnecessary domain names to cut, leading to cost savings
- Redirects domain names to better content, improving consumer engagement and conversion rates
- Identifies valuable available domain names to register that will profitably expand clients' digital reach, helping them connect to more customers
- Identifies and prioritize harmful, third party-owned domain names to recover, protecting clients' brand image
- Develops best practices and processes for clients' domain programs, allowing clients to continue to maximize the value of their domain name activities into the future
- Scale and scope is tailored to each client's needs and budgetary considerations

FairWinds Advisory Brief (FAB)

The FAB provides clients with ongoing targeted, proactive recommendations regarding valuable domain names to help them continue to extract value from their domain names and experience success in the online space.

- Recommends domain names to register that will drive traffic, increasing online revenue through low cost customer acquisition
- Continually monitors the domain space to provide timely alerts and recommendations about important domain names, ensuring that clients never miss an opportunity
- Provides proactive advice, helping clients decrease and avoid cybersquatting

RELATED SERVICES

[Domain Name & Username Recovery](#)

[Domain Name Program Administration](#)



gTLD Strategy Services: Top Level Solutions

[Expand All](#) | [Collapse All](#)

FairWinds' Top Level Solutions bring together the best minds and most experienced experts to develop and execute on the most effective strategies for our clients to succeed in the new gTLD space.

We combine our years of industry leadership with the talent and skill of our partners to custom-tailor the best strategy for each individual client.

Our Top Level Solutions are designed to fully integrate our clients' new gTLD goals with their existing domain name programs and digital strategies, regardless of whether they applied for new gTLDs, to optimize their online presence in the newly expanded domain name space.

Services for New gTLD Applicants

New gTLD Strategic Advisory Services

FairWinds helps clients successfully navigate the various and complex procedures of the new gTLD evaluation process in order to place clients in the best position to extract value from their gTLD investment once they launch their gTLDs.

- Educates clients on Contention Set procedures and advises clients on the best course of action to resolve contention sets, leveraging FairWinds' position in the domain industry to ensure an optimal outcome for clients
- Responds to any Clarifying Questions clients may receive, improving the overall success of clients' applications
- Advises clients on the best approach when filing or responding to application Objections, coordinating with clients' internal or external counsel as needed
- Develops a strategy for clients to negotiate a Registry Agreement that effectively meets both ICANN's requirements and clients' business needs, drawing on experience gained from past gTLD launches
- Liaises with ICANN to document and report the results of clients' pre-delegation testing, setting clients up for a successful technical launch of their gTLDs
- Coordinates across clients' Legal, Marketing, Communications, and Financial business units, ensuring that clients' new gTLD initiatives further their existing business goals

New gTLD Business Strategy and Go-To-Market Strategy Services

FairWinds provides clients with the support, expertise, and tools to develop effective new gTLD strategies that can successfully transition clients from gTLD evaluation to the launch of their new gTLD assets.

- Works closely with clients and relevant internal stakeholders to identify clients' new gTLD goals, ensuring that those goals fit with and enhance clients' broader business initiatives
- Coordinates across clients' Legal, Marketing, Communications, and Financial business units, overseeing the multiple work streams necessary for clients to achieve their gTLD goals
- Draws on FairWinds' expertise, past experiences, research, and extensive network of contacts to craft an optimal business strategy for clients' new gTLDs
- Assists clients in identifying and selecting any outside partners that may be necessary to help clients implement their business and go-to-market strategies, including marketing agencies, outside counsel, and technology vendors
- Monitors the marketplace for emerging technology solutions, vetting all choices and recommending the best options for clients
- Represents clients in interactions with ICANN, members of the U.S. and foreign governments, and relevant industry regulators, facilitating the smooth implementation of clients' new gTLD business strategies
- Develops a go-to-market strategy for rolling clients' new gTLDs out to the world, driving consumer adoption while integrating this strategy with clients' existing digital efforts and new gTLD business model

Domain Name Portfolio Optimization Services

An integral part of developing clients' strategies to bring their new gTLDs to market, FairWinds provides clients with a comprehensive domain name strategy for both their own new gTLDs as well as other new gTLDs that launch.

- Works with clients and draws on outside research to develop a comprehensive strategy to determine which domain names clients should register in their new gTLDs
- Evaluates clients' existing internal domain name registration processes and policies, customizing each clients' new gTLD domain name strategy to its organizational structure
- Establishes a priority ranking for each new gTLD based on clients' brands and business goals, guiding clients to register the best domain names in other relevant new gTLDs
- Determines a budget for Sunrise periods, defensive second-level registrations, and proactive second-level registrations, allowing clients to protect and promote their brands at a manageable cost
- Identifies and advises clients on alternative gTLD partnerships, helping clients expand the reach of their new gTLD strategies through partnerships, joint ventures, acquisitions, and other opportunities

Services for Non-Applicants





Domain Name & Username Recovery Services

Evaluate. Recover. Reinvigorate.

FairWinds understands that, in the hands of a cybersquatter or another third-party, domain names and social media usernames that contain a company's brand or trademark can wreak havoc on the company's hard-earned brand image, and even cause the company to lose money and customers. That is why we have worked to develop best-in-class Domain Name & Username Recovery Services. FairWinds' End-to-End Recovery Process approaches each case comprehensively to ensure that all recovery efforts fit in with our clients' larger business goals.

We offer our clients an unrivaled rate of success when it comes to recovering valuable domain names and social usernames. With 22 years of experience, our team of digital experts and seasoned attorneys is well versed in a wide variety of recovery mechanisms across the domain space and multiple social media platforms, affording the greatest chance of success for the lowest cost based on each unique recovery scenario. These methods include, among others, harpoon services, drop catching, cease and desist letters, and the UDRP.

- **Evaluate:** FairWinds' team begins by prioritizing domain names for recovery, targeting the best domains to deliver a generous return on investment for clients
- **Recover:** FairWinds provides clients with cost-effective and reliable means of recovering domain names, maximizing the rate of success
- **Reinvigorate:** Our technical experts redirect domains and usernames to the best sites or pages, reinvigorating and adding value to our clients' digital portfolios

RELATED SERVICES

[Domain Name Strategy & Advisory](#)

FairWinds Advisory Brief (FAB) Powered by BrandShield®

Online brand protection is hard – *unless* you have the right information and analysis at your fingertips.

FairWinds Partners offers clients a unique and powerful opportunity to proactively protect themselves against online trademark infringement. Our online brand protection service combines human expertise with the advanced technology of BrandShield® to deliver data-driven, strategic, and actionable recommendations via custom weekly reports.

How does the FAB's Online Brand Protection Service Help You?

Avoid Data Overload: Other services provide spreadsheets full of possible infringements, but it's not actionable data. Our online brand protection service combines human expertise with BrandShield's advanced technology to turn data into actionable items.

Reduce Costs: We notify you of opportunities to proactively register names that fit your online brand protection strategy, allowing you to avoid costly recovery efforts in the future.

Get It Done – Now: At your request, FairWinds can execute on the online brand protection recommendations in your FAB, saving you time and money.

What is the FAB Powered by BrandShield®?

The FAB is a customized and concise weekly report containing strategic recommendations regarding the client's online brand portfolio and activities.

To produce each report, we continually monitor for infringements and abuses of trademarks, logos, and brands across all:

- Domain names
- Website content
- Website code
- eCommerce platforms

Our report also includes:

- Status of domains owned by our client
- Status of valuable domains that are relevant to our client's business
- Latest news and policy developments that may impact the client

FairWinds Partners converts all of this information into a set of *specific* and *actionable* recommendations that help our clients improve upon their online brand protection efforts and maximize the value of their domain name programs.

What types of recommendations does the FAB offer?

- Domain names to register, recover, and redirect
- Proactive advice on emerging opportunities and cybersquatters
- Prioritized recommendations based the client's business goals and needs

Contact Us

[Contact us](#) today to learn more about this powerful and effective online brand protection report.

Already get the FAB? Click [here](#) for a client guide.



Domain Name Program Administration Services

FairWinds gives clients the ability to protect their brands and capitalize on opportunities in the digital space for months and years into the future. Domain management often requires hours of laborious work on technical and administrative tasks. By offering clients an expert team with collective decades of experience performing these functions, we can streamline clients' domain programs quickly and efficiently. We also combine this comprehensive domain name program management with expert advice and support, providing our clients with strategic guidance and recommendations.

- Handles all tactical, day-to-day responsibilities of managing and administering clients' domain name program, freeing up their time for other, more strategic activities
- Develops or improves workflows for managing tactical Internet request, creating a faster, more streamlined process for clients that results in fewer errors and unnecessary registrations
- Oversees and manages relationships with vendors including registries and registrars, maximizing the benefits clients receive from these partnerships
- Tracks key domain-related metrics, ensuring that clients' domain name programs are delivering the highest value possible

RELATED SERVICES

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[Domain Name & Username Recovery](#)