

About Us

eBrand Services, an ICANN accredited registrar, exclusively supplies corporate clients with tailor-made solutions to protect their brands online.

Our specialty is domain name management: the digital world is constantly evolving and at a tremendous pace. Your brands are under constant threat from digital villains in new and unprecedented ways. The realm of domain names can be complex and challenging for those that are unfamiliar with the peculiarities and technicalities of the industry. We can assist you by auditing your personalized domain situation for risks, omissions and registration errors. Furthermore, we can consolidate your portfolio to our secure servers, assign a key account manager, and ensure your valuable domains are both renewed and monitored accordingly. Our online management tool guarantees you full access and control of your domains whenever required. We will alleviate the associated bureaucratic burden of domain maintenance (admin C services, whois updates, etc.) and can offer a plethora of comprehensive supporting services in the form of domain recovery, dispute resolution and other legal services, “typo” analysis and many other professional domain and brand related necessities.

eBrand Services has offices and local expertise in Belgium, Denmark, Germany, Luxembourg, the Netherlands, Sweden and France.

Our Philosophy: We believe in dedicated key account management, localized business development and the construction of long-term relationships with our customers. As our customer, you do not draw a ticket when you have a challenge, query or concern. You engage directly with your dedicated key account manager and they will cater to your domain management needs, pro-actively, from the beginning to end. Furthermore, we accommodate to your language needs and endeavor to assist you in your native tongue. Our domain specialists live and work in the countries in which we serve and thus, if an urgent and complex situation arises, we are directly accessible and a visit can be arranged in short notice.

eBrand Services is part of the Luxembourgish DCL Group, home - among others - of the leading European registrar EuroDNS, gTLD backend provider Open Registry, registry CoDNS, cloud brokerage company Luxcloud, hosting companies Datacenter Luxembourg, and roots and the phone service provider Voipgate. eBrand’s inclusion within this dynamic group of innovative businesses ensures long-term stability and an extensive area of expertise to draw on.

eBrand Services and the new gTLDs

Our offer on new gTLDs for corporate clients:

- **Newgldtool.com:** Our custom designed intelligent database enables you to quickly browse, filter and sort all 1930 of the applications. This tool is free of charge for our clients and filtering results are downloadable for future use.
- **Trademark Clearinghouse:** We offer full service and assistance in registering your trademark in the Trademark Clearinghouse – the central protection mechanism for trademark holders for the global new gTLD program. Let our domain and IP specialists trustfully handle the registration of your trademarks for you. Our proprietary platform makes the processing of a multitude of trademarks manageable, efficient and transparent. Additionally, our partnership with well-reputed law firms throughout Europe enables us to handle unique cases.
- **Other Rights Protection Mechanisms:** eBrand Services has designed a series of defensive approaches to protect your trademark rights. The aim is to guide you through the various rights protection mechanisms and provide a customized approach to your intellectual property situation. As our client, we can assist you at every stage of the new gTLD program, during the objection window (until 13th of March 2013) and thereafter (UDRP, URS).
- **Domain Recovery:** we are specialists in domain recovery and domain purchases for corporate clients.
- **Registration of new gTLDs:** eBrand Services will offer launch services and registrations for all accessible new GeoTLDs and Keyword TLDs. Over the course of the next two years, this list is anticipated to surpass 500 new gTLDs. Please send us your 'Expression of Interest' list for defined domain names under the new gTLD name spaces. We are also happy to establish a watchlist to monitor the progress of special interest TLDs and ensure that no deadlines or important information is missed.
- **Portfolio consulting:** we customize domain strategies for brand protection and for online marketing purposes, paying special consideration to the anticipated impact of the new gTLD program. We will assist you in minimizing the time, effort and cost associated with the new gTLD launch and will ensure you capitalize on key opportunities, make better investments and utilize those investments to their full potential.
- **Monitoring:** Comparative to previous TLD launches, the protection mechanisms in place for trademark holders for the new gTLD program are significantly more comprehensive, albeit still inherently limited in time and scope. eBrand has teamed up with the number one monitoring specialist of the domain market to develop the necessary tools to expand monitoring capabilities for an unlimited period. This extends monitoring capabilities to encompass misspellings of brand names ("typos") and combined names not currently covered. A well-devised monitoring strategy is the key to brand protection and policing.

Our value proposition for new gTLD-registries:

Several of our customers have opted to operate their own gTLD. Through our involvement in the new gTLD applications, and in conjunction with our corporate partners, we offer a full package of services for new gTLD registries. Including, but not limited to, our own registrar package - a platform solution for new gTLD registries that facilitates the management of registrations according to desired policy restrictions. Furthermore, this includes Technical Consulting (TMCH Plug-in, DNSSEC, IPv6, registry SLA-monitoring) and support on contractual and administrative matters; namely, registry-registrar relations. Please consult our experts for more information.

New gTLD Credentials: eBrand Services has established extensive expertise and valuable partnerships in the area of new gTLDs.

- **Time2Dot Initiative:** Together with Deloitte, Luxembourg and Open Registry, the Luxembourgish backend-provider (software and platform for new gTLDs) eBrand has offered a one-stop-shop solution for Brand owners to apply for their own gTLD. Today over 20 brand gTLDs from Germany, France, Portugal and the Netherlands have signed with Open Registry for future operations. On the US market, our secure platform has been chosen by brand owners listed on both the NYSE and NASDAQ and these clients, in conjunction, generate an annual turnover total of over 150 billion Euros. In addition, we have signed a group of well-selected applicants for strategic generic and/or community TLDs.
- http://www.deloitte.com/view/en_lu/lu/808a58b9bd343310VgnVCM2000001b56f00aRCRD.htm#.UP0Y81LzHXI
- **New gTLD Consulting:** Additionally, together with the reputed law firm Crowell & Moring, eBrand Services are consulting and coordinating the applications for brand gTLDs for a top three ranked French bank, top ten ranked Italian bank, as well as Luxembourgish Satellite company SES Astra.
- **Spain:** We currently partner with Herrero & Asociados, the reputed Spanish law firm, to support trademark holders in Spain with the Trademark Clearinghouse processing and general consultancy for the new gTLD program.
- In Europe (with the exception of Spain) we partner with Alan & Overy for IP legal services and with Dennemeyer for legal services and trademark agency services.

New gTLD Conferences:

- Conference on the Trademark Clearinghouse as Protection Mechanism for Trademarks (TRADEMARK CLEARINGHOUSE COMO MECANISMO DE DEFENSA DE LAS MARCAS REGISTRADAS) with the Chamber of Commerce, Madrid and Herrero & Asociados on the 15th of February, 2013 in Madrid.
<http://www.camaramadrid.es/asp/agenda/acto.asp?id=2427>



eBrand Services

- ABBL (Association des Banques et Banquiers, Luxembourg) Conference on the New gTLDs on the 10th of January 2012: eBrand Services was crucial in initiating this conference in Luxembourg with the participation of ICANN, CSSF and the Media and Communication Service of the Ministry of State of Luxembourg
<http://www.abbl.lu/news-publications/agenda/branding-revolution-your-brand-internet-domain>)