

Iron Mountain Digital and Envisional Internet Monitoring and Brand Protection



Guarding your greatest asset online

In the online world, it is your brand that represents the reputation, quality, and integrity of your products and your organization. But it is all too easy for opportunists and outright criminals to latch on to your brand and your logo and abuse them for their own purposes.

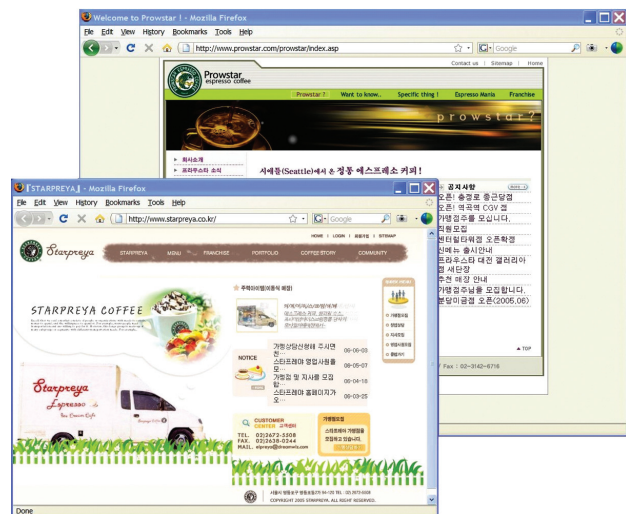
Protecting your brand is a challenge that can eat up time and resources. The only practical answer is to use monitoring systems with the intelligence to do automatically what few companies can afford to attempt manually.

Iron Mountain Digital, the technology arm of Iron Mountain Incorporated, is the world's leading provider of intellectual property management services. Together with Envisional, one of the largest providers of brand monitoring services, we deliver an integrated domain name records management and brand protection solution that helps protect businesses against online brand abuse. Envisional's patented search technology monitors the use of keywords and phrases, logos and trademarks, and domain names and unauthorized links, and gives you all the information you need to defend your brand against every kind of online threat.

Envisional's brand protection services are based on a range of well-proven, automated, and customizable online discovery tools, backed up by teams of expert analysts. These services deliver highly accurate, focused results, intelligently filtering and ranking online search outputs in line with customer-specified criteria. Our customers find that using our brand protection services saves them time and money, helps them monitor and enforce best practice, and allows them to ensure compliance with regulations, codes of conduct, and company standards.

THE BRAND PROTECTION PACKAGE

Envisional's brand protection services bring together all of the elements you need to safeguard your brand, your logo, your trademarks, and your domain names.



We know every company faces different challenges in the area of brand monitoring and business intelligence. So we've made sure our services can be customized and tuned to your requirements to provide focused Internet monitoring for your brands and logos. Infringing sites can be automatically monitored every day until they become compliant, saving you time and money.

Envisional's services can identify a range of activities, including:

- Logo or trademark abuse and passing off
- Customer hijacking
- Use of text or logos to link your brands with hate sites, gambling, or pornography
- Unauthorized use of your brand or logo with endorsements or claims of affiliation
- Domain name registrations that contain or resemble your brand or product name
- Negative comments about your company or products on Web sites and in blogs, forums, and newsgroups

ENVISIONAL'S DISCOVERY ENGINE

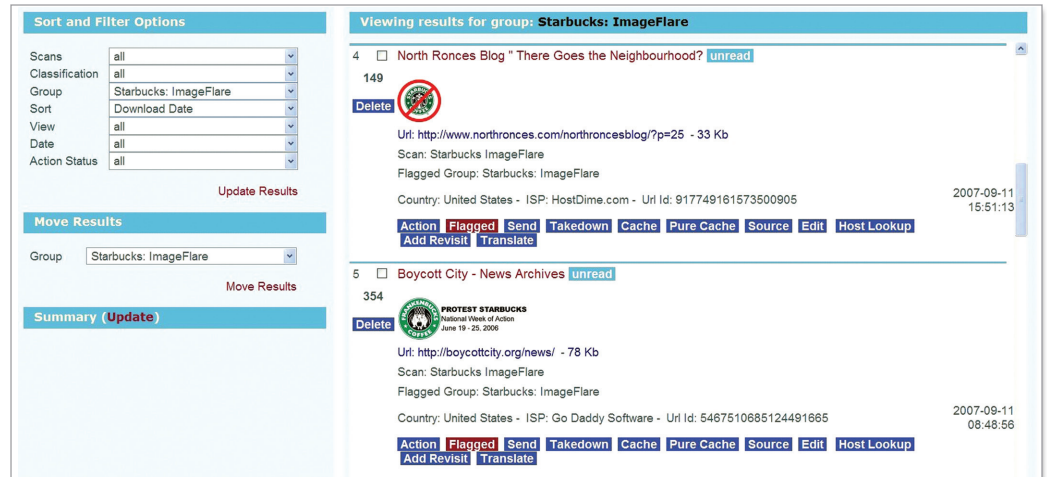
The Envisional Discovery Engine can identify, filter, and prioritize information on Web sites, blogs, forums, and newsgroups 24 hours a day, 7 days a week. This patented technology is unique in both the breadth of data it can search and the intelligence that is automatically applied to classifying detected information. As a result, it avoids traditional data overload problems, returning accurate, focused results to support targeted enforcement action.

The technology is backed up by a team of experienced research consultants with a deep understanding of the problems associated with monitoring sites and searching for different types of data. This professional services team is actively involved in customizing each customer's system configuration and refining the classifications used and the rules that underpin them to provide:

- Accurate, relevant returns
- Easy access to a prioritized "hit list"
- Manageable volumes of actionable results

ENVISIONAL BRAND PROTECTION PUTS YOU IN CONTROL

Whatever the threat to your brand – from criminals or click farm owners, misguided eco-warriors, or blog-based whispering campaigns – you need to know what is happening in time to react appropriately. Too much information is as bad as too little, and a mass of unsorted results is no help at all.



Envisional's integrated service gives managers the essential elements of brand protection, in a form that reflects your company's current business concerns:

- Detecting attempts to abuse or exploit your brand or domain names online
- Flagging customer diversion tricks and counterfeit sales
- Keeping a close watch on your online reputation
- Using your own criteria to set priorities and rank results

It's effective.

It helps you target enforcement activity where you can make the most impact.

And it works for you, tirelessly, around the clock!

To find out how Iron Mountain Digital and Envisional's brand protection can help you fight online fraudsters and criminals, call 1-800-962-0652.



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Iron Mountain Digital is the world's leading provider of Storage-as-a-Service solutions for data protection and recovery, archiving, eDiscovery and intellectual property management. The technology arm of Iron Mountain Incorporated offers a comprehensive suite of solutions to thousands of companies around the world, directly and through a worldwide network of channel partners. Iron Mountain Digital is based in Southborough, MA.



Envisional is a member of the Anti-Counterfeiting Group and supports its activities in the fight against counterfeiting and piracy.