DOMAIN REGISTRATION & MANAGEMENT SERVICES

Your company's domain name is one of your business's most valuable assets. It makes it easy for customers, prospects and business partners to find your website and business. One of the earliest and longest-running brand infringement scams has been the registering of similar web domains and the creation of fake websites — that may be carbon copies of a brand's legitimate web properties.

Tracer Registrar, a fully accredited ICANN domain registrar, provides domain registration and management solutions for new and existing domains and to also take over infringing domains via UDRP. Tracer Protect, powered by TracerAI, monitors domains and websites to detect, analyze, and enforce against fake websites and domains.

Did you know that each month, 20% of Newly Observed Domains (NOD) are malicious?

→ **CREDENTIAL THEFT**

→ **PHISHING**

→ **FAKE WEBSITES**

→ **CYBERSQUATTING**

→ **COUNTERFEITS**

→ **MALWARE**

Tracer allows customers to define and customize detection criteria, deploy machine learning models to fit unique brand directives and create enforcement rules that can be automated for scale.

Trusted by the Most Valuable Brands in the World

At Mojang, IP protection is a vital step in safeguarding our brand and our players from illegitimate experiences, as well as preventing the misuse of Minecraft assets. The team at Tracer is a critical part of keeping our players and partners safe and protected.

— GAYLON BLANK, DIRECTOR OF IP ENFORCEMENT AT MOJANG
(MOJANG IS A VIDEO GAME STUDIO BEST KNOWN FOR DEVELOPING MINECRAFT)

Don't Just Protect Your Brand. Make It Resilient.

Let's start our journey together today. Contact a member of our sales team to get a customized Tracer Analysis and brand misuse report.

TRACER

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