

BEST PROTECTION WHITE PAPER



Protect your Trademarks & Reputation

**Takedown all instances containing your marks in
.Best Domain Names + Best App User Names + Best app UGC**

**Prevent others from getting .Best domain names
or Best app user names or Best app user generated content
that include your brand or celebrity name!**

Last update: December, 1st 2022

« **Best** », nominated in the [20 Most Innovative Companies to Watch in 2022](#), is the creator of a **new social media app** (www.app.Best) where **people vote for the Best in multiple categories** : hotels, restaurants, cars, food, beauty, people, fashion, music, games, movies, shows, travel, ...

Best app is based on the **.Best Top-Level Domain** and represents a **new social commerce and marketing opportunity for innovative brands , businesses, and social media creators** providing them with a **new way to promote their Best products, content, or services.**

Best already counts thousands of business owners, and social media creators: pizzas.best, collaboration.best, confitures.best, itsezondeer.best christophe.best, sonia.best, music.best, cars.best, hotels.best, restaurants.best, collaboration.best, jam.best, models.best, fashion.best, newmovies.best, surrealpaintings.best ...

Best has **+30.000 registered .Best domains** including **major Brands** on its Top-Level Domain: Amazon, BMW, Lyft, Starbucks, Walmart, Visa, Paypal, Verizon, Rolls Royce, Chanel, Google, Facebook, Accenture, Groupon, Zippo, Zappos, Lego, ...

Best expects **+100K Brands** rapidly join the Best and target millions of social media users.

Best Protection services are related to the .Best Top-Level Domain & Best App.

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Trademarks, Celebrities and IP managers can submit their trademarks-related terms into the Best Protection service and have them protected for all :

- New **.Best Domain Name** Registration,
- New **Best app User Name** Registration,
- New **Best app User Generated Content**.

Best Protection protects trademarks and ip holders against **cybersquatting, phishing, counterfeit sales and down/negative votes** both at the registry and app level by literally blocking billions of possible abuse trademarked domain or abuse username permutations.

Moreover, **Best Protection** protects **business owners against down/negative votes** with a **monitoring + automatic takedown** service against any form of intellectual property or reputation infringement at the Best app level.

How Does the Best Protection Work?

Best Protection applies to all valid 5+Letters Registered Trademarks and Celebrity names.

1. Brand & Business owners submit their exact match trademark terms or celebrity names to the Best Protection.
2. Once trademark terms are accepted to the Best Protection, the Best Protection service monitor in real-time and block all new instances that include your Trademark for every new .Best domain name, Best App user name & content.
3. If a **term is detected** in any new .Best domain, new user name or new user generated content, instance is **automatically suspended** and a **takedown notice is sent** to the user.
4. Each month, an **abuse report** is sent by email to the IP manager or business owner with infringements listing and billing details.

Why subscribe now to the Best Protection service?

Best Protection is real-time monitoring and takedown service. So, the earlier you submitted your terms to the Best Protection, the more useful it is.

Important: **Best Protection does not protected against registrations made or content posted prior to the trademark submission and the signing agreement.**

We strongly recommend brand & business owners utilize Best Protection as soon as possible.

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Submission of your terms have to be processed through an accredited Best business partners: .Best accredited registrars, Best app partners, Best accredited lawyers, and Best IP specialists.

IMPORTANT: No Trademark Clearinghouse and no IT service is necessary to submit your terms and trademarks to the Best Protection.

What cannot be protected ?

DOMAIN NAMES ALREADY REGISTERED

Best Protection cannot takedown a .best domain name that was registered prior to the Best Protection term submission and the signing agreement.

USER NAMES ALREADY REGISTERED

Best Protection cannot takedown a Best app user name that was registered prior to the Best Protection term submission and the signing agreement.

USER GENERATED CONTENT ALREADY POSTED

Best Protection cannot takedown a user generated content that was posted prior to the Best Protection term submission.

5L+ VALID TERMS ONLY

1-character, 2-character ,3-character and 4-character trademarks and celebrity names are not permitted on Best Protection.

BEST RESERVED TERMS

A limited number of reserved terms attached to the .Best Registry and the Best app called Reserved Domains and Reserved Usernames are ineligible for Best Protection. Reserved terms are usually generic terms.

OTHER TRADEMARK RIGHTS

Another trademark holder with a similar validated trademark for the exact matching term may register or post a content, by exception, containing that term as a domain name, username or post content even when a Best Protection active submission exists for it.

VARIATIONS

Maximum of 3 Variations per Term. Variations can be typos, homoglyphs or common variants. Variations are subject to the approval of Best.

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✓ What Are The Best Protection Eligible Terms ?

Best Protection will not accept a Best Protection application unless the term meets applicable requirements including the following technical and syntax requirements :

- The submitted term must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens;
- The submitted term may not begin or end with a hyphen;
- The submitted term must be in character scripts (languages);
- The submitted term should not exceed 63 characters.

✓ What are the Main Benefits of the Best Protection Service ?

Fully dedicated to brand & trademark owners, IP managers and celebrities, the Best protection gives a free monitoring and total cybersquatting, counterfeit sales and down votes risk Coverage from zero to just a (pay-as-you-go) takedown fee!

Best Protection Benefits:

Total Protection: Best Protection protects against **all possible** .Best domain and Best app user name or user generated content that contain your trademark or your celebrity name with a Free monitoring.

100% Efficient: Automatic Takedown allow ip managers to easily protect trademarks and celebrity names without the hassle, the workload, the cost and uncertainty of a urs, urdrp or dmca procedures.

Easy set-up: Best protection **doesn't require any involvement** from your IT or marketing team.

Cheaper: Best protection **cost significantly less** than if brand owners have to pay for just one URS, UDRP or DMCA procedure or choose to defensively register hundred of domains.

✓ Best Protection Contact

- Email : protection [at] the.Best
- Web : www.protection.Best
- Twitter : <https://twitter.com/besttld>
- LinkedIn : <https://www.linkedin.com/company/besttld>