



.Best

**Protect your Brand from cybersquatting & counterfeit sales.
Block all instances of your Trademark in
.Best Domains and Best App Usernames.**

**Prevent others from getting .Best Domains
or Best Usernames accounts that include
your brand or trademarked names!**

The Best Registry is the creator of « **Best** », a **new social media app** : www.app.Best

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

The Best app already counts thousands of registered Business owners, and social media users : pizzas.best, confitures.best, christophe.best, sonia.best, music.best, cars.best, hotels.best, restaurants.best, models.best, fashion.best, newmovies.best, ...

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

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

The Best Protection service is related to the .Best Top-Level Domain & Best App.

Brand & Business owners can submit their brands and trademarks-related terms into the Best Protection service and have them blocked for all .best domain registrations and all Best app username registrations.

Best Protection protects trademark holders against cybersquatting with unlimited name blocking both at the registry and application level by literally protecting billions of possible trademarked domain and username permutations.

Examples for .Best domains: mybrand.best, shopmybrand.best, mybrandisnot.best, ...



How Does the Best Protection Work?

Best Protection only applies to all valid 5+Letters Registered Trademarks.

1. Brand & Business owners submit their exact match trademark terms to our Best Protection Business Partners.
2. Once trademark terms are verified by our Business Partners and accepted to the Best Protection, the Best monitor and block all instances that include your Trademark for every new .Best Domain and Best Username registrations.
3. Once blocked, trademarks are 100% protected against new .Best Domain and Best username registrations for an initial period of 1 to 3 years.

Best Protection service can be renewed in increments of 1 to 3 years.

Important: A .Best domain blocked by the Best Protection is put on hold and is not functional, meaning it may not be used for a website URL, e-mail address, or another type of domain-related functionality.

How to subscribe to the Best Protection service?

The earlier the Best Protection is subscribed, the more useful it is.

Indeed, because **Best Protection does not block registrations made prior to the subscription**, we recommend brand & business owners utilize Best Protection as soon as possible.

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

Once your Trademark terms are verified and accepted, your Trademark terms are blocked for all new .Best Domains and Best Usernames registrations containing your trademark.

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



What are the Benefits of the .Best Protection Service ?

Fully dedicated to Trademark owners & managers, the Best protection gives up to 3 Years of double & total protection with a total cybersquatting risk Coverage for just one monthly membership fee!

Best Protection Benefits:

100% Efficient: Best Protection protects against **all possible** .Best domains and Best app user registrations that contain your mark.

Double Protection: The wildcard double protection (**domains + usernames**) allows brand owners to protect more than just one trademark domain or username.

Easy: Domains and users blocked by the Best Protection are not live on the Internet and therefore **don't require any involvement** from your IT or marketing team.

Cheaper: UDRP and URS are costly and ineffective when related to the Best app. The Best protection **costs significantly less** than if brand owners have to pay for just one UDRP procedure or choose to defensively register hundred of domains and usernames.

Best Protection Contact:

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

