



# Growing your Brand

## Online presence and trademark protection tips for SMEs

### How is your brand being used online?

Create a strategy for local domain names (ccTLDs) and trademarks

### Do you have ccTLD domain name and trademark registrations which reflect your brand?

Register your trademark and matching ccTLD domain names

### Are third parties using your trademark online?

- Monitor domain name registrations which use your brand
- Prevent unauthorized use of your trademark, reduce future disputes, and build consumer trust
- Address infringement, using WIPO's ADR services

## How can the WIPO Arbitration and Mediation Center help?

### Training Workshops

The WIPO Center training workshops provide updates on Internet dispute resolution

### Legal Resources

The WIPO Center provides legal resources to navigate conflicts between domain names and trademarks

### ADR Proceedings

The WIPO Center administers ADR proceedings to address disputes between domain names and trademarks

Contact Us

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[www.wipo.int/amc/en/domains/ccTLD/](http://www.wipo.int/amc/en/domains/ccTLD/)

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