



Enable Multi-Faceted Brand Protection with WXA Intelligence

Brand protection used to be as straightforward as looking out for abusive resellers and possible counterfeiters who use an enterprise’s name in bad faith and damage its reputation in the process. In today’s digital landscape, brand protection continues to evolve into a multifaceted business process, overlapping with IT, cybersecurity, fraud detection and prevention, and crossing over to legal defense and litigation.

Whichever facet you focus on, WHOIS, IP, and DNS intelligence can serve as an asset discovery and attribution source for any brand protection vehicle you maneuver for your clients. We present four critical aspects of brand protection below, along with specific use cases and data points you can glean from WhoisXML API’s various intelligence sources.

Digital Risk Management and Protection

1 Online monitoring is an integral part of your advocacy to protect clients’ brand and intellectual properties from digital risks. Among the questions you may ask are: How is the client’s brand name used online? Who are they dealing with? Do their supply chain and distribution channels pose risks? WhoisXML API can help address these questions through WHOIS and IP data points.

Notable Use Cases	Connected Data Points
<p>Distribution channel risk assessment and monitoring</p>	<ul style="list-style-type: none"> • Have any of your client’s wholesalers, resellers, and distributors registered domain names? Do any of the domains use your client’s brand or company name? • What content do these domains host? Are there signs of brand abuse? • Do these domains resolve to a shared or dedicated IP address? What other domains share the host?
<p>Supply chain risk assessment and monitoring</p>	<ul style="list-style-type: none"> • Does the supplier’s domain resolve to a shared or dedicated IP address? What other domains share the host(s)? • Is the supplier’s domain hosted alongside malicious digital assets? • How many domains resemble that of the supplier that the vendor does not own?
<p>Online brand monitoring</p>	<ul style="list-style-type: none"> • Is your client’s brand or company name used in any newly registered domain? • Are there bulk registrations of domains impersonating your client’s brand or company name? • What are the ownership details of look-alike domains, if any?

Phishing, Malicious Campaigns, and Other Related Cybercrime Prevention

Organizations that suffer from cybercrime incur not only financial losses but also reputational damage. Therefore, preventing phishing and other cybercrime lies at the core of brand protection efforts. As threat actors continue to weaponize domains and subdomains and use them as different avenues for malware distribution, WHOIS, IP, and DNS data remain critical threat intelligence sources. Here are specific ways WhoisXML API can protect your clients from phishing and other similar cybercrime.

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Notable Use Cases	Connected Data Points
Cybersquatting and typosquatting domain detection and monitoring	<ul style="list-style-type: none">• Are there existing or newly registered domains that blatantly imitate your client's brand name or the names of its chief executives?• Do the domains resolve to a shared or dedicated IP address? Does it share the address with other suspicious domains?• Have any of the domains been flagged as malicious?
Malicious domain and subdomain detection and footprinting	<ul style="list-style-type: none">• Are there malicious domains and subdomains trying to communicate with your client's network?• What other domains are hosted on the malicious domain's IP address?• What are the ownership details of the malicious domains? Are other domains using the same registration details?

Domain Name and DNS Management and Security

As a business sector, domain name management is flourishing and, at the same time, evolving to meet clients' urgent need for security. With domain hijacking, DNS abuse, and other related threats lurking in the background, your clients need more than just domain registration and management services—they also need protection. WhoisXML API intelligence sources, gleaned from major data aggregators and cybersecurity players, can help.

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Notable Use Cases	Connected Data Points
Domain and DNS monitoring	<ul style="list-style-type: none">• Have unauthorized changes been made to the client's domain registration details?• Are the client's DNS settings configured correctly?• Have suspicious changes been made to the client's DNS configurations?
Online brand protection	<ul style="list-style-type: none">• Are there existing and newly registered domains and subdomains that possibly imitate your client's?• What content do these domains and subdomains host? Does the content indicate that the cyber resources were added in bad faith?• Have any of the typosquatting domains been reported as malicious?

Trademark Monitoring and Litigation

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Clients entrust their trademarks, copyrights, and other intellectual property rights to law offices and legal agencies to speed up the process of dealing with infringers and abusers—a pressing responsibility that requires continuous monitoring and quick response. Internet domain and DNS activity is a rich source of intelligence that can help with trademark monitoring and litigation. Below are specific data points that WhoisXML API can provide.

Notable Use Cases	Connected Data Points
Monitoring potentially infringing domains and counterfeiters	<ul style="list-style-type: none"> Are there existing and recently registered domains and subdomains that possibly infringe on your client's trademarks? What are the ownership details of these domains, and when were they added? Does the content hosted on these domains suggest that your client's trademark name is being used in bad faith?
Trademark prosecution	<ul style="list-style-type: none"> What content do the cybersquatting domains host? When were the cybersquatting domains registered? Is the date before or after your client's trademark registration date? What other domains does the registrant own? Were any domains subjected to Uniform Domain-Name Dispute-Resolution Policy (UDRP) complaints?

Our Value Proposition Our intelligence sources are accessible through different delivery models and packages. [Contact us](#) for more information about our product suites.

Diamond: Includes all products listed below with Premium SLA
Gold: Pick 2 of each Tier, includes Gold SLA

Silver: Pick 1 of each Tier, includes Silver SLA
Starter: Pick 1 Tier-1 product, 1 Tier-2 product

Tier	Product	Frequency / updates
P	Real-time & Historic Whois Streaming	Real-time Stream, Daily & Quarterly Feed, Real-time API Lookups
P	Real-time & Historic Passive DNS Coverage	Daily + Weekly Feed, Real-time API Lookups
P	Enterprise & Threat Intelligence APIs	Enterprise APIs T5 & Threat Intelligence APIs (1M CPM)
1	Real-time Whois Data Coverage	Daily & Quarterly Feed, Real-time API
1	Real-time DNS Coverage	Weekly Feeds, Real-time API
1	IP Geolocation & Netblocks Data Coverage	Daily Feeds
1	Website Contacts & Categorization Feed	Daily Feeds
2	Subdomains Database Feed	Daily Feed
2	IP Netblocks (IPv4 + IPv6)	Daily Feeds
2	IP Geolocation Database	Daily Feed
2	Typosquatting Data Feed (Enriched)	Daily Feed
2	Disposable Email Domains Feed	Daily Feed
2	MAC Address Database Feed	Daily Feed

About Us WhoisXML API aggregates and delivers comprehensive domain, IP, DNS, and subdomain data repositories. Our intelligence is accessible via different consumption models, including APIs, database downloads, and Web-hosted monitoring tools and reports. WhoisXML API has more than 52,000 satisfied customers from various sectors and industries, such as cybersecurity, marketing, law enforcement, e-commerce, financial services, and more. Visit whoisxmlapi.com or contact us at sales@whoisxmlapi.com for more information about our products and capabilities.