



Thomson Reuters Completes Acquisition of MarkMonitor

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Intellectual Property & Science business adds powerful online brand protection solutions to its trademark suite

LONDON, UK, September 4, 2012 –The Intellectual Property (IP) & Science business of Thomson Reuters, the world's leading source of intelligent information for businesses and professionals, has officially completed the acquisition of MarkMonitor following regulatory clearance in the United States.

MarkMonitor, the market leader in innovative online brand protection technology, strengthens the broad portfolio of intellectual property solutions from Thomson Reuters, resulting in a powerful suite of comprehensive brand protection offerings to assist customers in securing their revenue and reputation. Headquartered in San Francisco and with offices in five countries, MarkMonitor safeguards more than half of the Fortune 100 brands.

“The addition of MarkMonitor to our Intellectual Property & Science portfolio marks a transformational shift for our business,” said Chris Kibarian, president, IP & Science, Thomson Reuters. “Together, MarkMonitor and Thomson Reuters will provide customers with the world's only end-to-end solution for online brand protection. We will continue to develop market leading innovations, helping clients drive brand revenue and protect their intangible assets.”

“Brand owners encounter a myriad of challenges in today's online environment, from digital piracy, to counterfeiting through social media, to planning for the launch of more than 1,000 new gTLDs,” said David Brown, president, IP Solutions, Thomson Reuters. “MarkMonitor and Thomson Reuters will continue to invest in advanced technologies that enable customers to manage and scope their online brand risk, keeping one step ahead of brandjackers.”

Flagship offerings of MarkMonitor include MarkMonitor Brand Protection™, for safeguarding brand equity, revenue and reputation from paid search scams, unauthorized channels, counterfeit sales, false association, impersonation, cybersquatting and other threats; MarkMonitor AntiPiracy™, for monitoring, detecting and responding to piracy and related promotional activities; and Domain Management, for proactively seizing domain name opportunities and preventing others from undermining a company's brand and revenue.

“Brands lost billions of dollars to online abuse last year, as brand saboteurs hijacked search engine marketing, infiltrated social media, stole web traffic and peddled fake goods,” said Irfan Salim, president, MarkMonitor. “MarkMonitor and Thomson Reuters together form the brand protection market leader, providing customers with efficient and effective brand protection solutions that secure their revenue and reputations.”

MarkMonitor

As a global leader in online brand protection, MarkMonitor uses a SaaS delivery model to provide advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust. Learn more at www.markmonitor.com.

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Contacts

Laura Gaze
Thomson Reuters,
Intellectual Property Solutions
+1.203.868.3340
laura.gaze@thomsonreuters.com