



GMO BRAND SECURITY

Company Introduction

GMO BRAND SECURITY

Security for all Brands

From “Supporting Brands with Rights” to providing “Security for all Brands”.

GMO Internet Group Security Division



GMO Internet Group provides comprehensive security services under the slogan "Safe and Secure Internet for All".

About GMO BRAND SECURITY

GMO BRAND SECURITY

GMO Brand Security has spent the last 20 years delivering Trademark, Domain, and SSL acquisition support to global corporations in Japan and Asia.

We started out as a company that supported brands with IP rights. In June 2022, we took the next step to transform to a company that provides security for all brands.

Some of our largest clients include Sony, Toyota, Bridgestone, SoftBank Group, Hyundai, LG, and LINE. We support a clientele of nearly 3,000 companies, many that represent the Japanese Fortune 500.

GMO BRAND SECURITY Divisions

Trademark

- Trademark Management
- Trademark Consulting
- Trademark Security

Domain

- Worldwide Domain Acquisition
- Domain Consulting
- Domain Security

Infringement

- Global Brand Surveillance
- Support for All Legal Actions

Brand

- Naming and Logo Design for Trademarks
- Brand Guidelines
- Brand Security

Cloud

- Trademark and Domain Management System [BRANTECT]
- Trademark Matrix

Service Flow

We conduct risk analysis and investigation of potential infringements on trademarks and domain names currently owned and under consideration for future acquisition.

We use our in-house developed cloud-based intellectual property management tool [BRANTECT by GMO] to collectively manage your trademark and domain name data. Ensuring readability and making it possible to be actively up-to-date, you can manage renewal deadlines and monitor infringement.



We formulate a management policy for trademarks/domain names and an infringement countermeasure policy based upon our investigation and analysis. Then we provide an action plan to implement the policy.

We assist in procedures for new registration applications or for recapture in response to trademark infringement or unauthorized use of domain names. Additionally, we assist or act on your behalf for brand infringement measures such as anticounterfeit measures and recurrence prevention measures.

For questions about this material, please contact the following.

GMO BRAND SECURITY

GMO BRAND SECURITY Inc.

Domain Name Department

Email : consul@brights.jp

Phone : +81-3-5784-1069

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BRANDTODAY_{byGMO}

Knowing how to protect them makes brands more interesting

At 'BRAND TODAY', we provide various information, from business forecasts and trends visible through trademark applications, to matters related to domains and imitation products.

<https://brandtoday.media/>