



## Thomson Reuters to Acquire MarkMonitor

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### **Intellectual Property & Science business to provide customers with efficient and effective end-to-end brand protection solutions that safeguard revenue and reputations**

**LONDON, UK, July 26, 2012** –The Intellectual Property & Science business of Thomson Reuters, the world's leading source of intelligent information for businesses and professionals, today announced it has signed a definitive agreement to purchase MarkMonitor®, a global leader in online brand protection. The completion of the acquisition is subject to standard regulatory approvals. The terms of the transaction were not disclosed.

The acquisition of MarkMonitor, headquartered in San Francisco, will strengthen the broad portfolio of intellectual property solutions from Thomson Reuters. The addition of MarkMonitor, with its innovative online brand protection technology, to Thomson Reuters best-in-class intellectual property solutions, will result in a suite of efficient and effective end-to-end brand protection solutions to assist customers in securing revenue and reputation. With over 400 employees in five countries, MarkMonitor is a market leader in online brand protection and currently safeguards more than half of the Fortune 100 brands.

"This acquisition marks the beginning of a transformational shift within the Intellectual Property & Science business of Thomson Reuters," said Chris Kibarian, president, IP & Science, Thomson Reuters. "It is emblematic of our strategy to accelerate innovation and growth within our business."

"Thomson Reuters already helps thousands of companies create, manage and protect hundreds of billions of dollars worth of intellectual property assets," said David Brown, president, Intellectual Property Solutions, Thomson Reuters. "With the addition of online brand protection solutions like those provided by MarkMonitor, we'll be able to deliver advanced technologies to keep customers one step ahead of brandjackers and reduce the enormous risk posed to brands online."

The MarkMonitor team, led by President and Chief Executive Officer Irfan Salim, will join Thomson Reuters.

"With the continued explosive growth of Internet, ecommerce and social network usage, the digital world provides an anonymous haven for criminals who harm brands' revenue and reputation, often at the expense of consumers," said Salim. "Brands that take action to protect themselves by managing their domain name portfolios see real return on investment, including lower online advertising costs and higher revenue, along with greater customer satisfaction. Together, MarkMonitor and Thomson Reuters will provide best-in-class solutions for online brand protection."

#### **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 <https://www.markmonitor.com/>.

#### **Thomson Reuters**

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