Name: _____ Date: _____ Score: _____

Domain Brokerage Guide for Enterprise Brand Managers

Brand protection, domain portfolio management, securing brand trademarks, corporate asset transfers, and domain valuation

DOMAIN BROKER LEARNING OVERVIEW

INVESTOR
STUDENT STATUS
Corporate Branding Track

SECURED
DOMAIN ASSETS
High-Value Asset Transfer

LICENSED
ESCROW SERVICE
Confidential Buyer Protection

Welcome! This activity packet guides you through the fundamental principles of Domain Brokerage & Corporate Asset Acquisition. You will explore how stealth procurement protects buyer capital, how domain valuations operate, and how to secure high-value domain transfers.

WORKSHEET CHECKPOINTS

- [ ] **Part 1-4: Master domain valuation and brokerage.**
- [ ] **Part 5-7: Solve crossword & word search puzzles.**
- [ ] **Part 8-9: Solve case studies & cipher challenge.**
- [ ] **Part 10: Review basic & advanced FAQ pages.**
- [ ] **Part 11: Explore 10 interesting real-world facts.**
- [ ] **Bonus: Think Fast challenge.**

Open the VPN.com Domain Broker Guide

URL: https://www.vpn.com/domain-broker/domain-broker-for-brand-managers/

Your Domain Brokerage Learning Roadmap

- Understand the core principles of commercial domain brokerage and confidential buyer representation.
- Analyze valuation factors driving 1-word, 2-letter, and category-defining domain assets.
- Structure licensed third-party escrow transactions to reduce wire fraud and title transfer risks.
- Implement stealth procurement strategies that protect buyer identity and limit price inflation.
- Evaluate ICANN UDRP dispute policies and registry transfer protocols.

DOMAIN BROKERAGE GUIDE INSTRUCTIONS

Answer the multiple choice and true/false questions, complete the fill-in-the-blank sentences using the word bank, match definitions, and solve the crossword and word search puzzles. Apply your knowledge to real-world domain acquisition scenarios in the case study section. Finish with the Bonus Activity: Think Fast.

WHAT IS DOMAIN BROKERAGE? (INTRODUCTION)

Domain brokerage involves confidential negotiation, valuation, and licensed escrow transfer of high-value web addresses. Professional domain brokers represent corporate buyers and sellers to secure valuable digital real estate assets, safeguard purchasing power, and verify unencumbered chain of title.

READ EACH CHECKPOINT CAREFULLY AND SELECT OR WRITE THE CORRECT RESPONSE.

Checkpoint 1: Multiple Choice Challenge

1. What is the primary concern of an enterprise brand manager regarding domain names?

- A. Writing database query code for backend servers
- B. Protecting trademark assets and securing exact-match domains
- C. Designing office furniture layouts
- D. Formatting local office network wiring grids

2. How does defensive domain registration protect a corporate brand?

- A. It increases local database processing speeds
- B. It prevents competitors and speculators from registering brand variants
- C. It bypasses global DNS name server configurations
- D. It automatically encrypts email database attachments

3. Why should brand managers utilize anonymous buyer brokers for acquisitions?

- A. To bypass standard ICANN verification rules
- B. To hide corporate identity and prevent price inflation
- C. To reduce office electricity costs
- D. To avoid paying mandatory domain registry fees

4. What is a key benefit of consolidating an enterprise domain portfolio under one registrar?

- A. It guarantees top organic search rankings on all pages
- B. It simplifies administrative security, updates, and renewal management
- C. It eliminates the need for web server SSL certificates
- D. It replaces the need for corporate trademark filings

5. Which administrative body handles disputes over trademark domain registrations?

- A. General Data Protection Board
- B. WIPO under the UDRP administrative framework
- C. Federal Communications Commission
- D. Local network operating standard boards

Checkpoint 2: True or False Challenge

6 Question 6

6. Consolidating domain portfolios under one corporate registrar improves security.

- ◯ True
- ◯ False

7 Question 7

7. Registering a trademark automatically forces current domain owners to surrender exact matches.

- ◯ True
- ◯ False

8 Question 8

8. Domain brokers protect buyer confidentiality during high-value corporate acquisitions.

- ◯ True
- ◯ False

9 Question 9

9. Startups should ignore defensive domains to minimize initial registrar renewal costs.

- ◯ True
- ◯ False

10 Question 10

10. Escrow accounts secure transaction payments until registry transfer is complete.

- ◯ True
- ◯ False

Checkpoint 3: Key Term Insertion

Read each sentence below and fill in the blank with the correct term from the Word Bank.

1. A corporate brand manager retains a _____ to acquire premium exact-match brand domains.

2. Payment funds are held securely in _____ during high-value corporate domain transfers.

3. Domain appraisals calculate digital asset _____ based on keyword traffic and brand authority.

4. Executing a _____ strategy prevents target domain owners from raising asking prices.

5. The seller delivers the _____ to authorize registrar transfer to the buyer.

6. The central TLD _____ validates ownership database updates after transfer.

VOCABULARY WORD BANK

BRAND MANAGER BROKER DEFENSIVE BUY EPP CODE ESCROW REGISTRY STEALTH VALUATION

Write your answers here:

1.
2.
3.
4.
5.
6.

Checkpoint 4: Domain Concept Match

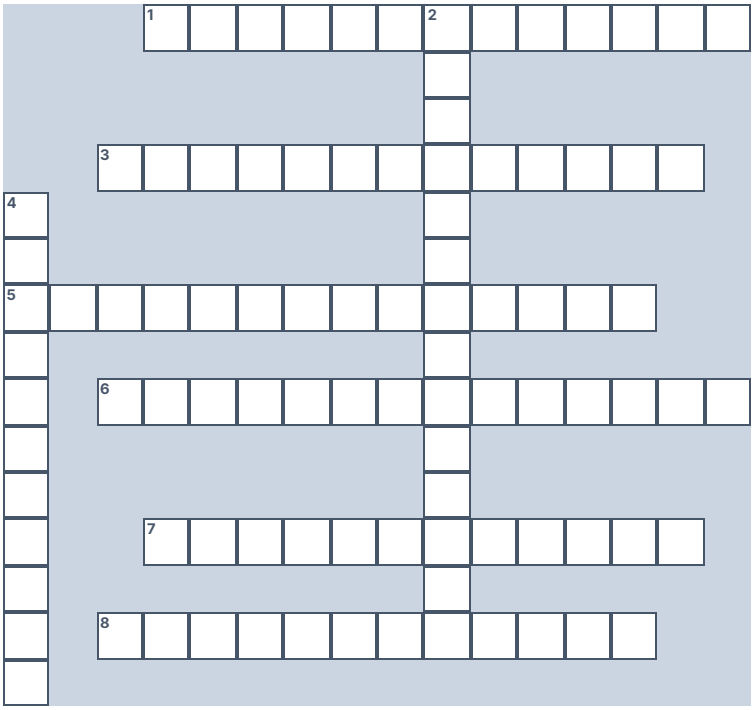
DEFINITION MATCHING

Match each vocabulary term on the left with its correct definition on the right by writing the corresponding letter (A-H) in the fillable input box.

☐	1. Brand Manager	A	Administrative process to reclaim look-alike domains registered and used in bad faith.
☐	2. Defensive Buy	B	Corporate officer responsible for protecting trademarks and managing digital domain portfolios.
☐	3. Anonymous Agent	C	Passcode required to authorize transferring domain records to a new host registrar.
☐	4. Escrow Deposit	D	Professional negotiator shielding corporate buyer identity during acquisitions.
☐	5. Portfolio Audit	E	Registering brand variants and adjacent extensions to prevent competitor misuse.
☐	6. Trademark UDRP	F	Appraisal calculating market worth based on keyword brevity and extension liquidity.
☐	7. EPP Passcode	G	Review of corporate domain assets to consolidate registrars and eliminate inactive terms.
☐	8. Asset Valuation	H	Secure financial vault holding transaction capital until transfer completion is verified.

Checkpoint 5: Crossword Puzzle

Solve the crossword puzzle by typing letters into the active white boxes. The numbers correspond to the clues below.



ACROSS CLUES

1. Administrative process to reclaim look-alike domains registered and used in bad faith (13)

3. Secure financial vault holding transaction capital until transfer completion is verified (13)

5. Review of corporate domain assets to consolidate registrars and eliminate inactive terms (14)

6. Professional negotiator shielding corporate buyer identity during acquisitions (14)

7. Registering brand variants and adjacent extensions to prevent competitor misuse (12)

8. Corporate officer responsible for protecting trademarks and managing digital domain portfolios (12)

DOWN CLUES

2. Appraisal calculating market worth based on keyword brevity and extension liquidity (14)

4. Passcode required to authorize transferring domain records to a new host registrar (11)

Checkpoint 5 Alternative: Accessible Crossword Clues

Screen-reader and keyboard users can type the crossword answers directly in the text fields below.

ACROSS CLUES

1 Across: Administrative process to reclaim look-alike domains registered and used in bad faith (13 letters):

3 Across: Secure financial vault holding transaction capital until transfer completion is verified (13 letters):

5 Across: Review of corporate domain assets to consolidate registrars and eliminate inactive terms (14 letters):

6 Across: Professional negotiator shielding corporate buyer identity during acquisitions (14 letters):

7 Across: Registering brand variants and adjacent extensions to prevent competitor misuse (12 letters):

8 Across: Corporate officer responsible for protecting trademarks and managing digital domain portfolios (12 letters):

DOWN CLUES

2 Down: Appraisal calculating market worth based on keyword brevity and extension liquidity (14 letters):

4 Down: Passcode required to authorize transferring domain records to a new host registrar (11 letters):

Checkpoint 6: Hidden Word Search

Find the 8 key vocabulary terms hidden in the grid below. Words can be horizontal, vertical, or diagonal.

Q	T	D	N	T	T	H	M	P	T	E	N	M	H	E
C	I	E	E	N	R	R	X	J	T	E	O	V	V	I
S	D	F	V	E	A	K	U	O	W	S	I	A	L	K
E	U	E	H	G	D	J	M	S	X	C	T	F	B	P
D	A	N	C	A	E	C	O	F	A	R	A	T	N	X
O	O	S	K	S	M	Q	A	M	P	O	U	P	C	R
C	I	I	R	U	A	L	M	L	X	W	L	R	U	C
S	L	V	B	O	R	R	S	D	G	D	A	G	K	B
S	O	E	Q	M	K	N	O	H	P	E	V	C	P	Z
A	F	B	Z	Y	U	D	Z	X	R	P	T	E	E	F
P	T	U	L	N	D	K	S	I	W	O	E	R	B	R
P	R	Y	Y	O	R	S	K	H	L	S	S	H	Z	T
P	O	J	H	N	P	U	T	P	T	I	S	G	M	L
E	P	M	O	A	P	S	W	U	H	T	A	F	X	T
B	N	B	R	A	N	D	M	A	N	A	G	E	R	P

VOCABULARY WORD LIST

BRANDMANAGER DEFENSIVEBUY ANONYMOUSAGENT ESCROWDEPOSIT
PORTFOLIOAUDIT TRADEMARKUDRP EPPPASSCODE ASSETVALUATION

Checkpoint 6 Alternative: Accessible Vocabulary Matching

Match each of the 8 vocabulary terms from the Word Search to its correct definition by writing the letter (A-H) in the blank space.

VOCABULARY TERMS

- **A. BRANDMANAGER**
- **B. DEFENSIVEBUY**
- **C. ANONYMOUSAGENT**
- **D. ESCROWDEPOSIT**
- **E. PORTFOLIOAUDIT**
- **F. TRADEMARKUDRP**
- **G. EPPPASSCODE**
- **H. ASSETVALUATION**

DEFINITIONS & MATCH FIELDS

_____ 1. Registering brand variants and adjacent extensions to prevent competitor misuse.

_____ 2. Review of corporate domain assets to consolidate registrars and eliminate inactive terms.

_____ 3. Passcode required to authorize transferring domain records to a new host registrar.

_____ 4. Appraisal calculating market worth based on keyword brevity and extension liquidity.

_____ 5. Professional negotiator shielding corporate buyer identity during acquisitions.

_____ 6. Corporate officer responsible for protecting trademarks and managing digital domain portfolios.

_____ 7. Administrative process to reclaim look-alike domains registered and used in bad faith.

_____ 8. Secure financial vault holding transaction capital until transfer completion is verified.

Checkpoint 7: Scrambled Word Challenge

Unscramble the letters below to reveal key domain brokerage concepts and terms. Write your answers in the input boxes provided.

1. AMNDRAGBEARN
2. YNMOONAEUTAGSN
3. POOIITAURLFODT
4. SDESPAOCEPP
5. EBVIYFNESDUE
6. OODWSCIPESETR
7. UDRMTRKEPRAAD
8. ELIVUASNAASOTT

Bonus Activity: Think Fast

3 ITEMS FROM EACH CATEGORY. FIRST PERSON TO COMPLETE THE LIST WINS.

1	Words that describe a good negotiator			
2	Things that make a domain name bad			
3	Things that make a domain name good			
4	Ways to find out who owns a domain			
5	Famous brands with a strong domain			
6	Things a brand must protect online			
7	Social networks where the brand needs its name			
8	Signs someone is copying your brand			
9	Names you could invent for a new app			
10	Things in a purchase agreement			
11	Things to do before a product launch			
12	Famous one-word web addresses			
13	Typos someone else could register			
14	Domain extensions you know			
15	Things to check before buying a domain			

Checkpoint 8: Domain Brokerage Case Studies

Apply the concepts you have learned to solve the real-world scenarios below.

CASE STUDY 1: CONSOLIDATING DECENTRALIZED DOMAIN PORTFOLIOS

👷

Scenario: A multinational corporation has 500 domain names registered across 12 different registrars, managed by different regional office staff without central supervision.

Discussion Question: What risks does this pose, and how does a brand manager consolidate the portfolio securely?

CASE STUDY 2: SECURING DOMAINS DURING A CORPORATE RENAME

👷

Scenario: An enterprise plans to rename its company to a common generic word next year but has not publicly announced the change.

Discussion Question: How can the brand manager secure the target domain name before announcing the rename?

Checkpoint 9: Decrypting the Cipher

A domain broker protects client capital during stealth acquisitions. Use the Letter-to-Number key below to decrypt the secret message by writing the matching letters in the blank spaces.

LETTER-TO-NUMBER ENCRYPTION KEY

A=1 B=2 C=3 D=4 E=5 F=6 G=7 H=8 I=9 J=10 K=11 L=12 M=13

N=14 O=15 P=16 Q=17 R=18 S=19 T=20 U=21 V=22 W=23 X=24 Y=25 Z=26

3	15	14	19	15	12	9	4	1	20	5		25	15	21	18

		2	18	1	14	4	19		23	9	20	8		1	

3	15	18	16	15	18	1	20	5		19	25	19	20	5	13

Decoded message:

TIP: EACH NUMBER REPRESENTS THE POSITION OF THAT LETTER IN THE ALPHABET (E.G. 1 = A, 2 = B, 26 = Z).

Checkpoint 10: Basic Domain Brokerage FAQs (Part A)

Review the most common questions and answers regarding domain brokerage and stealth acquisitions.

Q1: Why do brand managers need a domain broker?

Brokers provide confidential negotiation, preventing sellers from inflating domain prices when they see interest from a major corporate brand.

Q2: What is defensive domain registration?

Defensive registration is the practice of securing brand variants and alternative extensions (.org, .net, .ai) to prevent competitors from using them.

Q3: How does a company reclaim a cybersquatted domain?

If a speculator registers and uses your trademark in bad faith, a UDRP complaint (e.g., with WIPO) can lead to transfer of the domain. [1]

Q4: What is a corporate domain registrar?

A registrar focused on enterprise security, offering registry locks, advanced user roles, and consolidated portfolio billing.

Q5: How do brokers calculate domain brand value?

Brokers appraise values by analyzing search volume, exact-match brevity, category authority, and secondary comps.

Checkpoint 10: Basic Domain Brokerage FAQs (Part B)

Review the most common questions and answers regarding domain brokerage and stealth acquisitions.

Q6: What is a registry lock and how does it protect brands?

A security status preventing domain changes at the registry level, protecting corporate assets from unauthorized transfers. [4]

Q7: Can a brand manager acquire a domain owned by an individual?

Yes. Brokers specialize in negotiating private acquisitions from individual registrants on behalf of brand managers.

Q8: What is the risk of an unconsolidated domain portfolio?

Decentralized portfolios increase the risk of domain expiration, administrative confusion, and security leaks.

Q9: How are domain transfer authorization codes managed?

EPP auth codes are kept secure inside registrar accounts and are only generated to approve authorized transfer requests.

Q10: How do escrow accounts protect corporate brand acquisition budgets?

Escrow secures the acquisition budget, releasing funds to the seller only after the brand manager verifies registry control.

Checkpoint 10: Advanced Domain Valuation FAQs (Part C)

Explore commercial and valuation aspects of premium domain transfers and lease-to-own financing.

Q1: What is a corporate domain registrar?

Corporate registrars specialize in enterprise-grade security, offering registry locks, advanced user access roles, and consolidated portfolio billing.

Q2: How do brand managers evaluate domain acquisitions?

Managers perform appraisals evaluating search volumes, comparable sales data, length, extension authority, and marketing synergy.

Q3: Why is a registry lock important for brand domains?

A registry lock prevents unauthorized domain changes or transfers at the central registry database level, blocking domain hijacking attempts. [4]

Q4: How do brand managers handle international country-code domains (ccTLDs)?

Managers work with global corporate registrars to navigate local residency requirements and secure regional brand domains.

Q5: What legal elements must be proven in a UDRP complaint?

Prove that the domain is identical/confusingly similar to a trademark, the owner has no rights, and registered/used it in bad faith. [1]

Checkpoint 10: Advanced Domain Valuation FAQs (Part D)

Explore commercial and valuation aspects of premium domain transfers and lease-to-own financing.

Q6: How does the ICANN Trademark Clearinghouse (TMCH) protect brand portfolios?

TMCH gives sunrise priority in new gTLDs and alerts trademark owners when matching names are registered during Claims. [3]

Q7: What is reverse domain name hijacking (RDNH)?

A bad-faith use of the UDRP by a trademark owner to try to take a domain from its legitimate holder. [2]

Q8: How do brand managers manage domain redirects for marketing campaigns?

IT teams configure server-side 301 redirects to map vanity domains to primary campaign URLs without losing SEO authority.

Q9: What is the process for auditing a corporate domain portfolio?

Managers run WHOIS audits, identify registrar fragmentation, consolidate assets, and eliminate non-strategic domain renewals.

Q10: How do brokers handle domain acquisitions during quiet corporate mergers?

Brokers execute stealth purchases under strict NDA to secure matching brand domains before merger announcements trigger speculators.

Part 11: 10 Real-World Domain Brokerage Facts & Insights

Review these highly valuable, real-world facts regarding domain valuation, stealth acquisition, and escrow security.

1. DOMAIN INSIGHT
Corporate brand managers consolidate domain assets to reduce registration billing overhead.

2. DOMAIN INSIGHT
Defensive domain registration blocks predatory competitors from registering brand extensions.

3. DOMAIN INSIGHT
UDRP complaints require proving that a domain was registered and used in bad faith. [1]

4. DOMAIN INSIGHT
Consolidating domains under a corporate registrar mitigates unauthorized name server modification risks.

5. DOMAIN INSIGHT
Registry locks add database-level security preventing domain hijacking and transfer fraud. [4]

6. DOMAIN INSIGHT
Domain brokers negotiate anonymously to shield buyer capitalization during corporate rebranding.

7. DOMAIN INSIGHT
Licensed escrow accounts hold transaction funds safely until registrar transfer is verified. [5]

8. DOMAIN INSIGHT
EPP auth codes are secure passcodes generated by registrars to validate domain transfers.

9. DOMAIN INSIGHT
Startups should secure primary tech top-level domains prior to public product launches.

10. DOMAIN INSIGHT
Chain-of-title audits verify historical domain ownership records to check for liens.

Technical References & Sources

The study guide and interactive puzzles are compiled from global ICANN, WIPO UDRP, and licensed domain escrow standards.

SCHOLARLY & INDUSTRY REFERENCES

[1] ICANN. (2024). Uniform Domain Name Dispute Resolution Policy.

https://www.icann.org/resources/pages/policy-2024-02-21-en

[2] WIPO. (2017). WIPO Overview of WIPO Panel Views on Selected UDRP Questions, Third Edition ("WIPO Jurisprudential Overview 3.0").

https://www.wipo.int/amc/en/domains/search/overview3.0/

[3] Trademark Clearinghouse. (n.d.). Understanding the Trademark Clearinghouse.

https://www.trademark-clearinghouse.com/content/what-trademark-clearinghouse

[4] ICANN. (n.d.). EPP Status Codes | What Do They Mean, and Why Should I Know?

https://www.icann.org/resources/pages/epp-status-codes-2014-06-16-en

[5] Escrow.com. (n.d.). Securely Buy & Sell Domains & Websites Online.

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Answer Key: Checkpoint 1 - Multiple Choice

1 Question 1

Correct Answer: B

TEACHING NOTE

What is the primary concern of an enterprise brand manager regarding domain names? → Protecting trademark assets and securing exact-match domains

2 Question 2

Correct Answer: B

TEACHING NOTE

How does defensive domain registration protect a corporate brand? → It prevents competitors and speculators from registering brand variants

3 Question 3

Correct Answer: B

TEACHING NOTE

Why should brand managers utilize anonymous buyer brokers for acquisitions? → To hide corporate identity and prevent price inflation

4 Question 4

Correct Answer: B

TEACHING NOTE

What is a key benefit of consolidating an enterprise domain portfolio under one registrar? → It simplifies administrative security, updates, and renewal management

5 Question 5

Correct Answer: B

TEACHING NOTE

Which administrative body handles disputes over trademark domain registrations? → WIPO under the UDRP administrative framework

Answer Key: Checkpoint 2 - True or False

6 Question 6

Correct Answer: True

TEACHING NOTE

Consolidating domain portfolios under one corporate registrar improves security.

7 Question 7

Correct Answer: False

TEACHING NOTE

False: a trademark does not force surrender; the owner must win a UDRP case or court action.

8 Question 8

Correct Answer: True

TEACHING NOTE

Domain brokers protect buyer confidentiality during high-value corporate acquisitions.

9 Question 9

Correct Answer: False

TEACHING NOTE

False: skipping defensive domains leaves brand variants open to squatters and competitors.

10 Question 10

Correct Answer: True

TEACHING NOTE

Escrow accounts secure transaction payments until registry transfer is complete.

Vocabulary Keys & Grading Rubric

Instructor Grading Rubric: Award 1 point for each correct matching (8 points total) and context term (6 points total).

CHECKPOINT 4: CONCEPT MATCH KEY

B 1. Brand Manager	E 2. Defensive Buy	D 3. Anonymous Agent	H 4. Escrow Deposit
G 5. Portfolio Audit	A 6. Trademark UDRP	C 7. EPP Passcode	F 8. Asset Valuation

CHECKPOINT 3: KEY TERM KEY

1 BROKER	2 ESCROW	3 VALUATION	4 STEALTH
5 EPP CODE	6 REGISTRY		

CHECKPOINT 6 ALTERNATIVE: VOCABULARY MATCH KEY

1 B – DEFENSIVEBUY	2 E – PORTFOLIOAUDIT	3 G – EPPPASSCODE	4 H – ASSETVALUATION
5 C – ANONYMOUSAGENT	6 A – BRANDMANAGER	7 F – TRADEMARKUDRP	8 D – ESCROWDEPOSIT

DISCUSSION NOTES FOR INSTRUCTORS

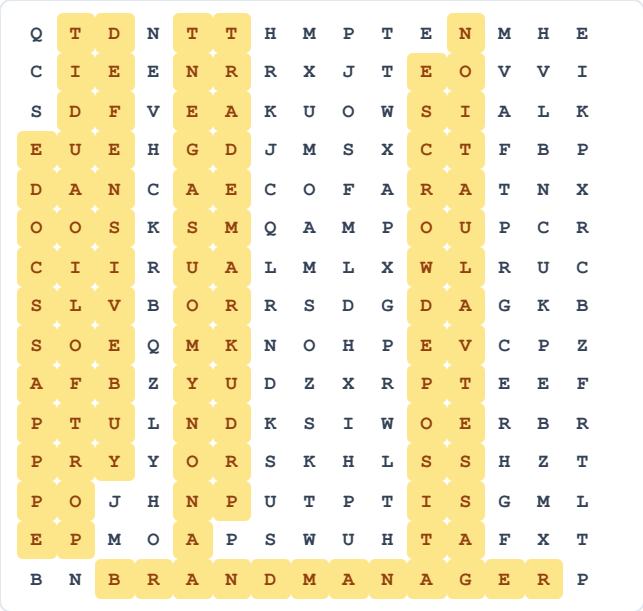
Valuation Accuracy:
Verify that students understand how domain length, extension (.com, .ai), and commercial search volume drive appraisal pricing.

Escrow Security:
Emphasize that funds are held in licensed third-party holding accounts before the registrant change is verified in the registration data (RDAP).

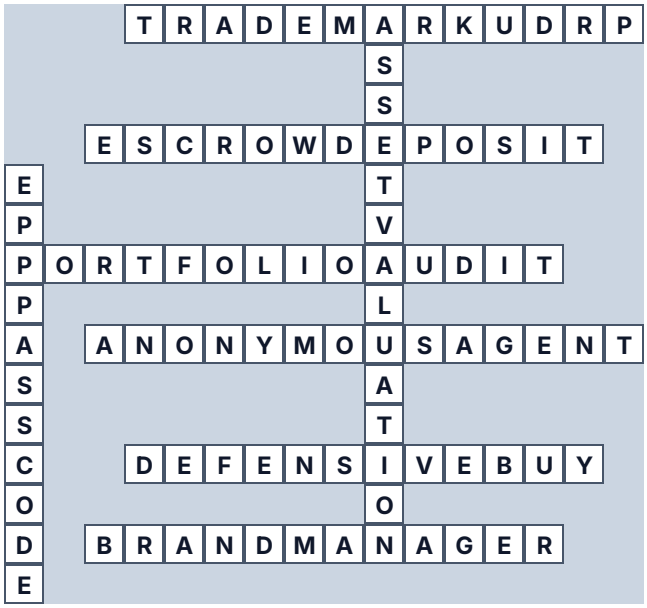
Stealth Representation:
Highlight the role of NDAs and third-party representation in preventing speculative price gouging during corporate procurement.

Puzzles Keys & Instructor Notes

WORD SEARCH SOLUTION



CROSSWORD SOLUTION



INSTRUCTOR GUIDE FOR CROSSWORD SOLUTIONS

ACROSS CLUES

1 Across: TRADEMARKUDRP Administrative process to reclaim look-alike domains registered and used in bad faith (13 letters)

3 Across: ESCROWDEPOSIT Secure financial vault holding transaction capital until transfer completion is verified (13 letters)

5 Across: PORTFOLIOAUDIT Review of corporate domain assets to consolidate registrars and eliminate inactive terms (14 letters)

6 Across: ANONYMOUSAGENT Professional negotiator shielding corporate buyer identity during acquisitions (14 letters)

7 Across: DEFENSIVEBUY Registering brand variants and adjacent extensions to prevent competitor misuse (12 letters)

8 Across: BRANDMANAGER Corporate officer responsible for protecting trademarks and managing digital domain portfolios (12 letters)

DOWN CLUES

2 Down: ASSETVALUATION Appraisal calculating market worth based on keyword brevity and extension liquidity (14 letters)

4 Down: EPPPASSCODE Passcode required to authorize transferring domain records to a new host registrar (11 letters)

Scrambled Words & Cipher Solution Key

Grading key for the vocabulary word unscramble activity and Secret Cipher Challenge.

WORD UNSCRAMBLE KEY

1. AMNDRAGBEARN — **BRANDMANAGER**
2. YNMOONAEUTAGSN — **ANONYMOUSAGENT**
3. POOIITAURLFODT — **PORTFOLIOAUDIT**
4. SDESPAOCEPP — **EPPPASSCODE**
5. EBVIYFNESDUE — **DEFENSIVEBUY**
6. OODWSCIPESETR — **ESCROWDEPOSIT**
7. UDRMTRKEPRAAD — **TRADEMARKUDRP**
8. ELIVUASNAASOTT — **ASSETVALUATION**

SECRET CIPHER CHALLENGE KEY

"CONSOLIDATE YOUR BRANDS WITH A CORPORATE SYSTEM"

Domain Brokerage Case Studies Solution Key

A Case Study 1: Consolidating Decentralized Domain Portfolios

Instructor Solution

GRADING GUIDELINE

Student answers should cover the following points:

- Scenario Analysis: A multinational corporation has 500 domain names registered across 12 different registrars, managed by different regional office staff without central supervision.
- Recommended Strategy & Solution: Decentralization poses severe risks of expiration, DNS hijacking, and high renewal costs. The brand manager consolidates the portfolio under a single corporate registrar, enabling central DNS control, automated renewals, and strict access roles.

B Case Study 2: Securing Domains During a Corporate Rename

Instructor Solution

GRADING GUIDELINE

Student answers should cover the following points:

- Scenario Analysis: An enterprise plans to rename its company to a common generic word next year but has not publicly announced the change.
- Recommended Strategy & Solution: The manager retains a domain broker to execute a stealth acquisition. The broker negotiates anonymously using generic email profiles. Securing the domain before the announcement reduces the risk of the owner hiking the price.