

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

100%

ESCROW SAFETY

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.

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 eliminate wire fraud and title transfer risks.
- Implement stealth procurement strategies that protect buyer identity and prevent 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.

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. Purchasing discount web hosting packages annually
- ☐ 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 local network hosting bandwidth 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

Consolidating domain portfolios under one corporate registrar improves security.

☐ True ☐ False

7 Question 7

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

☐ True ☐ False

8 Question 8

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

☐ True ☐ False

9 Question 9

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

☐ True ☐ False

10 Question 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

BROKER
EPP CODE

ESCROW
REGISTRY

VALUATION
AUCTION

STEALTH
WHOIS

Write your answers here:

- | | | | |
|----|----------------------|----|----------------------|
| 1. | <input type="text"/> | 2. | <input type="text"/> |
| 3. | <input type="text"/> | 4. | <input type="text"/> |
| 5. | <input type="text"/> | 6. | <input type="text"/> |

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

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

2. Defensive Buy

B

Registering brand variants and adjacent extensions to prevent competitor misuse.

3. Anonymous Agent

C

Professional negotiator shielding corporate buyer identity during acquisitions.

4. Escrow Deposit

D

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

5. Portfolio Audit

E

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

6. Trademark UDRP

F

Legal process to reclaim domains registered in bad faith that infringe on trademarks.

7. EPP Passcode

G

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

8. Asset Valuation

H

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

Checkpoint 5: Crossword Puzzle

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



ACROSS

1. Process of wrapping data packets inside other packets (9)
4. Remote server that routes traffic and hides your IP (6)
8. Internet Service Provider, logs traffic unless encrypted (3)

DOWN

2. Rules determining how data is sent and encrypted (8)
3. Rate of data transfer across a path (9)
5. Blocking site access based on location (8)
6. Security system that monitors and blocks traffic (8)
7. State of being free from tracking or surveillance (7)

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: Strategic advisory service helping brand managers acquire premium digital assets (9 letters):

4 Across: Licensed financial safety lock protecting corporate capital during brand renames (6 letters):

8 Across: Corporate trademark asset safeguarded through proactive domain acquisitions (5 letters):

DOWN CLUES

2 Down: Appraisal methodology used by brand managers to estimate digital asset market values (9 letters):

3 Down: NDA-backed negotiation strategy shielding corporate brand expansions from speculation (7 letters):

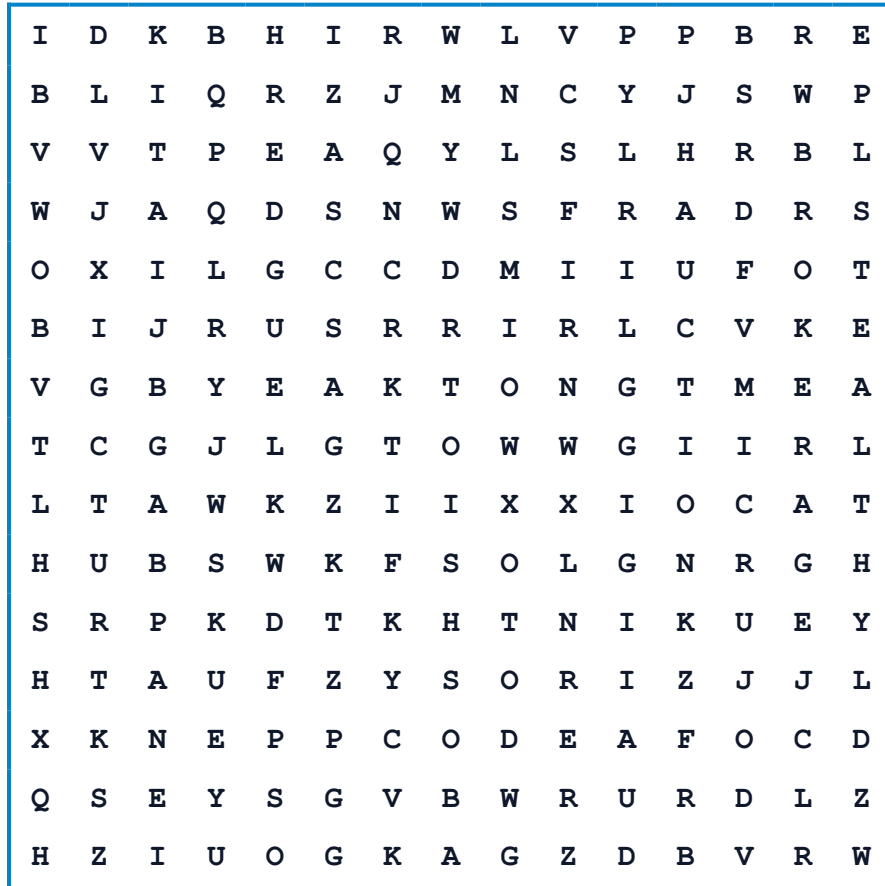
5 Down: Entity holding corporate DNS files and enforcing registry transfer lock settings (9 letters):

6 Down: Cryptographic passcode needed to move brand domain assets to a corporate registrar (7 letters):

7 Down: Public bidding portal monitored by brand managers to secure expired trademark domains (7 letters):

Checkpoint 6: Hidden Word Search

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



VOCABULARY WORD LIST

BROKERAGE
REGISTRAR

ESCROW
EPPCODE

VALUATION
AUCTION

STEALTH
BRANDING

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. BROKERAGE
- B. ESCROW
- C. VALUATION
- D. STEALTH
- E. REGISTRAR
- F. EPPCODE
- G. AUCTION
- H. BRANDING

DEFINITIONS & MATCH FIELDS

- 1. Confidential negotiation and acquisition service for domain names.
- 2. Secured third-party account holding funds during domain transfer.
- 3. Professional appraisal determining market value of digital assets.
- 4. Strategy concealing buyer identity to prevent price inflation.
- 5. Authorization code generated by registrars to validate domain transfer.
- 6. ICANN-accredited entity managing domain registration records.
- 7. Short, high-demand generic .com web addresses carrying major brand equity.
- 8. Formal request to procure a domain owned by another entity.

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. R K O B E R

5. T I O N R E G I S T R A

2. C R O S E W

6. F O L I O P O R T

3. A U T I O N V A L

7. F E R S T R A N

4. T E H L A S T

8. Q U I R E A C

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?

Final Challenge: Decrypting the Cipher

A domain broker protects client capital during stealth acquisitions. Use the Letter-to-Number key below to decrypt the cybersecurity 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
---	----	----	----	----	----	---	---	---	----	---	----	----	----	----

$\frac{\quad}{2}$ $\frac{\quad}{18}$ $\frac{\quad}{1}$ $\frac{\quad}{14}$ $\frac{\quad}{4}$ $\frac{\quad}{19}$ $\frac{\quad}{23}$ $\frac{\quad}{9}$ $\frac{\quad}{20}$ $\frac{\quad}{8}$ $\frac{\quad}{1}$

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

Decoded cybersecurity 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 your trademark in bad faith, you can file a UDRP complaint with WIPO to legally force the transfer of the domain.

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.

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 11: Advanced Domain Valuation FAQs (Part A)

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.

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.

Checkpoint 11: Advanced Domain Valuation FAQs (Part B)

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 alerts trademark owners when third parties attempt to register domain names matching their registered marks.

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

A bad-faith attempt by a trademark owner to seize a domain from a legitimate owner using groundless legal threats.

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.

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.

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.

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

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- [2] WIPO Arbitration and Mediation Center. (2024). World Intellectual Property Organization Domain Name Dispute Resolution. Retrieved from <https://www.wipo.int/amc/en/domains/rules/>
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- [6] IETF. (2021). RFC 3986: Uniform Resource Identifier (URI): Generic Syntax. Retrieved from <https://datatracker.ietf.org/doc/rfc3986/>
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- [9] NIST. (2023). Special Publication 800-63: Digital Identity and Asset Management Guidelines. Retrieved from <https://csrc.nist.gov/publications/detail/sp/800-63/3/final>
- [10] OWASP. (2025). Application Security Verification Standard (ASVS): Secure Configuration. Retrieved from <https://owasp.org/www-project-application-security-verification-standard/>

Answer Key: Checkpoint 1 - Multiple Choice

1 Brokerage Function

BROKERAGE

Correct Answer: B

TEACHING NOTE

Domain brokers act as confidential negotiators representing buyers and sellers to reach fair market transactions.

Citation: ICANN Transfer Policy [Ref 1].

2 Stealth Strategy

STEALTH

Correct Answer: B

TEACHING NOTE

Stealth acquisition conceals corporate buyer identity to prevent sellers from inflating asking prices.

Citation: Escrow.com Protocol [Ref 7].

3 Escrow Protection

ESCROW

Correct Answer: B

TEACHING NOTE

Licensed third-party escrow holds funds safely until ownership transfer verification is complete.

Citation: Escrow.com Protocol [Ref 7].

4 Domain Appraisal

VALUATION

Correct Answer: B

TEACHING NOTE

Short 2-letter and 1-word .com domains carry extreme global brand scarcity and liquidity.

Citation: WIPO UDRP Guide [Ref 3].

5 Dispute Resolution

UDRP POLICY

Correct Answer: B

TEACHING NOTE

ICANN's Uniform Domain-Name Dispute-Resolution Policy (UDRP) governs administrative trademark disputes.

Citation: WIPO Dispute Rules [Ref 2].

Answer Key: Checkpoint 2 - True or False

6 Confidential NDAs

NDAS

Correct Answer: True

TEACHING NOTE

Professional domain brokers operate under non-disclosure agreements to protect buyer corporate strategy.

Citation: CIS Controls [Ref 8].

7 Escrow Delivery

ESCROW

Correct Answer: False

TEACHING NOTE

Escrow holding accounts disburse funds only after full domain ownership transfer is verified by the buyer.

Citation: Escrow.com Protocol [Ref 7].

8 Digital Real Estate

ASSETS

Correct Answer: True

TEACHING NOTE

Short 2-letter and 3-letter .com domains function as high-value, liquid digital property assets.

Citation: NIST Guidelines [Ref 9].

9 Stealth Negotiation

STRATEGY

Correct Answer: False

TEACHING NOTE

Direct corporate buyer outreach often causes sellers to inflate asking prices significantly.

Citation: WIPO UDRP Guide [Ref 3].

10 EPP Authorization

EPP CODE

Correct Answer: True

TEACHING NOTE

EPP codes are unique security passcodes generated by registrars to authorize domain transfers.

Citation: IETF RFC 5730 [Ref 4].

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

A 1. Brand Manager

B 2. Defensive Buy

C 3. Anonymous Agent

D 4. Escrow Deposit

E 5. Portfolio Audit

F 6. Trademark UDRP

G 7. EPP Passcode

H 8. Asset Valuation

1 BROKER

2 ESCROW

3 VALUATION

4 STEALTH

5 EPP CODE

6 REGISTRY

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 prior to domain WHOIS transfer verification.

Stealth Representation:

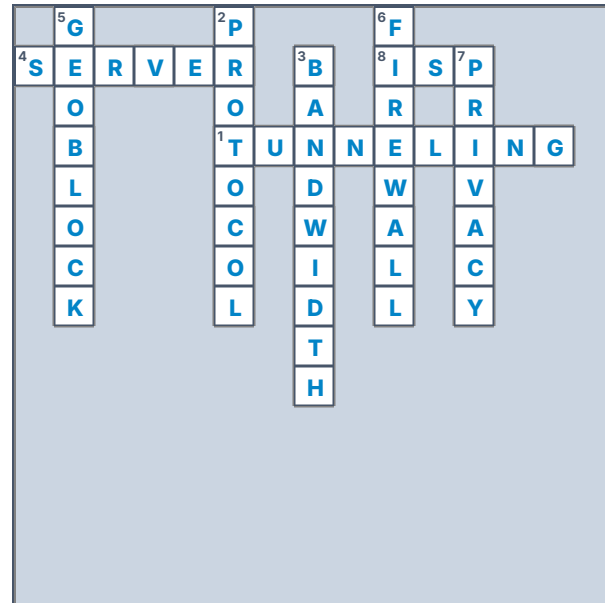
Highlight the role of NDAs and third-party representation in preventing speculative price gouging during corporate procurement.

Puzzles Keys & Instructor Notes

WORD SEARCH SOLUTION

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

CROSSWORD SOLUTION



INSTRUCTOR GUIDE FOR CROSSWORD SOLUTIONS

ACROSS CLUES

- 1 Across:** TUNNELING Process of wrapping data packets. (3, 5)
- 4 Across:** SERVER Remote computer routing traffic. (1, 0)
- 8 Across:** ISP Internet Service Provider. (1, 9)

DOWN CLUES

- 2 Down:** PROTOCOL Rules determining data transmission. (0, 5)
- 3 Down:** BANDWIDTH Rate of data transfer. (1, 7)
- 5 Down:** GEOBLOCK Location website restriction. (0, 1)
- 6 Down:** FIREWALL Security monitor barrier. (0, 9)
- 7 Down:** PRIVACY State of freedom from tracking. (1, 11)

Scrambled Words & Cipher Solution Key

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

WORD UNSCRAMBLE KEY

1. R K O B E R

BROKER

5. T I O N R E G I S T R A

REGISTRATION

2. C R O S E W

ESCROW

6. F O L I O P O R T

PORTFOLIO

3. A U T I O N V A L

VALUATION

7. F E R S T R A N

TRANSFER

4. T E H L A S T

STEALTH

8. Q U I R E A C

ACQUIRE

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 prevents the owner from hiking the price.