



"IF AN OFFER SEEMS TOO GOOD TO BE TRUE, THEN IT PROBABLY IS TOO GOOD TO BE TRUE!"

"IF SOMETHING SOUNDS WRONG, THEN IT PROBABLY IS WRONG!"

Misleading Marketing Practises

The content of this brief paper concentrates on marketing practises that are ***completely legal***, but which can lead to clients spending unnecessary money. There is a big difference between the illegal scams that we are daily faced with on the Internet, and clever marketing techniques that are designed to encourage orders both on and off line.

Threat to Your Intellectual Property?

When we invest a great deal of time and resource into creating a range of products or services that may be unique to our companies, our first instinct is to protect what we have. Some companies and individuals are preying on the perception of insecurity that this instinct can evoke.

Exportaid receives about ten emails every month from Search Engine Optimisation companies and Domain Name brokers (mainly, but not exclusively, from China). Each email has either exactly the same wording or wording that is very similar. Some claim to be from the State Network Information Center of China, so if the emails do not originate from <http://www.cnnic.net.cn/en/index/index.htm> then you should ignore them.

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The most common wording in these emails is reproduced below. We have removed individual company and individual name references:

Dear CEO,

*We , a registration organization in China, have something to confirm with you. We formally received an application on "**DATE**" one company called "**COMPANY NAME**" is applying for " Exportaid " as internet brand and following Asian/.CN domain names to use:*

*exportaid.asia
exportaid.cn
exportaid.com.cn
exportaid.com.tw
exportaid.hk
exportaid.net.cn
exportaid.org.cn
exportaid.tw*

*After our initial checking, we found the Internet brand and these domain names being applied are as same as your company's, so we need to get the confirmation from your company. If the aforesaid company is your business partner or your subsidiary company, please DO NOT reply us, we will approve the application automatically. If you have no any relationship with this company, please contact us within 7 workdays. If out of the deadline, we will approve the application submitted by "**COMPANY NAME**" unconditionally.*

Best Regards,

A Few Points to Consider

Why did the broker contact Exportaid?

1. Primarily because they want Exportaid to buy the domain names they are offering.
2. Because Exportaid has a prominent presence on most of the major Search Engines and the broker has therefore had to spend very little time finding us.

The broker did **not** contact Exportaid because they were concerned about the protection of Exportaid's intellectual property. We have been involved with international trade throughout the Internet Age, and we know that a Domain Broker will sell any domains that may be available. That is their right. That is their business.

It is the responsibility of all companies to secure the domains that are most relevant to their businesses. Exportaid has all the domain names we need, and the above Asian references would not add any significant value to what we already own, so they really don't interest us.

There is of course a possibility that the Domain Broker will genuinely have a customer interested in taking the various domains in the above list. There are some excellent SEO companies and Domain Brokers in just about every corner of the world.

However, we have been receiving these emails since October 2006 and exactly the same domain names remain available. Therefore we believe that the buyer company names are either fictitious, or maybe the companies are real but the application to purchase those domains is false. Whichever way you look at it, this is cyber-bullying!

If the above domains are genuinely available to buy, then there is only a further threat to Exportaid's intellectual property if the buying company decides to 'pass off' as (or 'imitate') Exportaid. However, our strength is in what we have learned over many years, not how we present ourselves. So we are quite difficult to imitate.

HOW TO DEAL WITH THESE EMAILS

You have a number of options:

1. Delete them as soon as they arrive in your Inbox.
2. Create Standard or Automatic replies that take seconds to transmit back to the originator.
3. Circulate them to your solicitor.
4. Store all such emails in a file so that you can easily identify copycat emails.

Do whatever makes you feel good at the time, but do not be coerced into buying domains unless you are aware of a real and imminent threat to your business.

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