



Jim Stoltzfus

# Evolution of the digital marketplace



Mark Calandra

*The Trademark Lawyer* talks to Corporation Service Company about the coming changes and its acquisition of the brand services of Melbourne IT.

Just over 1900 new generic top-level domain (gTLD) applications had been received by ICANN (or the Internet Corporation for Assigned Names and Numbers) as of March 2013. From city names to interests to brand names, you can get a flavor of the gTLD strings already applied for on ICANN's website: <http://newgtlds.icann.org/en/program-status/application-results/strings-1200utc-13jun12-en>

As Jim Stoltzfus, Vice President at Corporation Service Company (CSC), puts it: "We are on the eve of the next significant evolution for online real estate. The new gTLDs are going to give organizations much more flexibility about how they manage their brands online."

## Résumés

### Jim Stoltzfus, Corporation Service Company, Vice President

Jim is a vice president and serves on the executive management committee of Corporation Service Company(r) (CSC(r)). He oversees CSC's Digital Brand Services Division, which provides award-winning domain name management, online brand monitoring, and trademark services to companies worldwide, offering them the tools they need to combat brand infringement and manage and protect their intellectual property in the rapidly expanding online marketplace. Stoltzfus also oversees CSC's international business development efforts.

Prior to joining CSC, Stoltzfus practiced corporate law for 10 years at the highly regarded international law firm Skadden, Arps, Slate, Meagher & Flom LLP, where he focused on a wide variety of corporate matters including mergers and acquisitions, private equity investments, initial public offerings and advising clients on Delaware corporate law. Jim holds a JD from Temple University and a BS in business from Millersville University.

### Mark Calandra, Corporation Service Company, Vice President

Mark has served as Vice President of Sales and Product Development for the Digital Brand Services Division of Corporation Service Company (CSC) since 2005. Prior to joining CSC, Mark served in senior management capacities at two successful start-up companies in the corporate brand protection space. His background also includes marketing and brand management experience at Schering-Plough Corporation.

Mark is a graduate of Bucknell University in Lewisburg, PA with a BA in Economics. He received his MBA from Columbia University in New York, NY.

## The digital marketplace

Evolution often brings with it challenges as well as opportunities. In the online world this is most definitely the case. For organizations, the digital marketplace just got bigger. "If your domain name is essentially your front door there are now more doors to choose from," explains Stoltzfus.

One of CSC's main focuses has been on what it calls the 'brand' applications. According to Stoltzfus, CSC and Melbourne IT DBS were number 1 and 2 in the list in helping organizations apply for the .brand gTLDs.

## CSC acquisition

All of which means that CSC's acquisition of the Digital Brand Services (DBS) division of Melbourne IT has come at a good time. The two competitors both had a significant customer base in the US and Europe, but the combined business (to be known as CSC Digital Brand Services) will also have customers across Australia and Asia too.

In fact, the combined business will have offices in:

- North America,
- UK,
- France,
- Spain,
- Germany,
- Sweden,
- Australia, and
- South Africa.

These two factors are part of the attraction of the deal, bringing an increase in the international customer base and service office bases in those key regions. Another attraction was the people, according to Stoltzfus. "Like us they have lots of strong, experienced people, many of whom go back to the start of this sort of business in the 90s," he explains.

From a service point of view the two companies had many common elements, although Melbourne IT's DBS has a more comprehensive offering in the area of phishing and fraud, according to Mark Calandra, CSC Vice President. The combined business will also offer monitoring, prioritizing and enforcement services, as well as the traditional trademark search that CSC already offered.

## The World Leader in Digital Brand Services



## The main challenge

So, what is the main challenge when it comes to brand management online? Calandra says: "If you look at the evolution of the Internet and associated challenges faced by brand holders over the past decade, they have become far more complex. You have to be much more proactive to protect a brand online, covering domain names, social media, digital certificates and online content just to mention a few issues."

Stoltzfus agrees, arguing that the gTLD expansion makes being proactive and prioritizing even more critical. "That prioritization is key because that allows you to use the budget you have as effectively as you can to promote and protect your brand," he says.

It also probably means that we'll see more deals in the digital services space over the next couple of years, as organizations seek guidance in managing this complex area. CSC will certainly continue to look for acquisition opportunities.

## CSC background

Founded in 1899, Corporation Service Company (CSC) started out helping companies to incorporate and manage their subsidiaries. Much incorporation in the US takes place in Delaware (DE), so CSC has its headquarters in Wilmington, DE.

Over the years the company has expanded into other services, such as supporting asset based lending, providing tax software and digital brand services. The focus in the digital brand services division is helping brands to manage their digital activities (considering opportunities and threats), with a particular focus on the internet, but the team also offers more traditional trademark research.

The company is still privately owned by the families of its founders and takes a long-term approach to its business. For this reason Stoltzfus says CSC always puts its customers first and aims to establish itself as their long term trusted partner in helping them promote and protect their brands in the evolving digital market place.



## DIGITAL BRAND SERVICES

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