

Allergan, Inc.

**CUSTOMER:**

Allergan, Inc. (NYSE: AGN), with headquarters in Irvine, California, is a global specialty pharmaceutical company that develops and commercializes products in the ophthalmology, neuroscience, medical dermatology, medical aesthetics and other specialty markets.

CHALLENGE:

Allergan needed to protect domain names associated with the company, its products and product attributes in nearly 50 countries around the world — without it becoming a full time job.

SOLUTION:

Allergan turned to Iron Mountain for easy and effective management of its 876 domain names worldwide.

BENEFIT:

Domain name management services furnished by Iron Mountain, let companies focus on the work that is central to their business rather than dedicating valuable time and resources to managing domain names.

Iron Mountain Helps Allergan, Inc. Protect Brands such as BOTOX® with Domain Name Management Services

THE CUSTOMER

Allergan, Inc. is a specialty pharmaceutical company specializing in ophthalmology, neuroscience, medical dermatology and medical aesthetics with global marketing and sales capabilities worldwide. The company may be best known as the maker of BOTOX® (botulinum toxin type A), a neurotoxin originally used to treat rare eye conditions, but now approved for 20 different indications, ranging from serious and debilitating medical conditions to aesthetic use, across more than 75 countries.

Trademarks and domain names are important intellectual property assets to all companies, but with a medical product like BOTOX®, the only U.S. FDA-approved botulinum toxin for aesthetic use, Allergan is faced with an onslaught of unethical companies looking to profit from this successful and well-established brand.

To continue its success, Allergan needs to guard all of its brands through trademark protection and protection of associated domain names.

THE CHALLENGE

As the corporate trademark manager for Allergan, Susan Hinchey manages the trademark department and is responsible for all of the company's 4,625 trademarks worldwide — a list that is continually growing.

Part of that responsibility includes conducting searches to see if a proposed mark is available when the company is ready to roll out a new product filing for trademarks in approximately 50 countries around the world where Allergan does business, and renewing those trademarks as needed. The trademark group

also defends against possible infringing marks, i.e., when another company files for a trademark that is very close to an existing Allergan trademark. To do this, Allergan needs to stand ready to prosecute in all the countries where it markets its products. In conjunction with defending its intellectual property through trademarks, Allergan protects the domain names that are used to represent the company on the Internet.

Hinchey explains, “Domains are an important way to get our products and information out to everyone — from the medical community to consumers.” In addition to company name-based domains such as

“I’m so busy, I don’t have the time or luxury to worry about domains; but I don’t have to with Iron Mountain — they do it all.”

— Susan Hinchey, Corporate Trademark Manager, Allergan, Inc.

www.allergan.com and its counterparts in all the countries in which it does business, Allergan has domain names based on product names and product attributes. So, for instance, Allergan has registered domain names for www.botox.com, www.botoxcosmetic.com, www.botoxseveresweating.com and www.dryeye.com (to support its artificial tears product line.) Each of these names is registered in generic

CASE STUDY

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top-level domains (gTLDs) such as “.com.” And hundreds more need to be maintained in applicable country code top level domains (ccTLDs) such as www.botox.de (Germany) as well. All in all, this adds up to nearly 900 domain names for Allergan.

Allergan’s unique BOTOX® brand is the one that requires the most constant vigilance. On a weekly basis, Hinchey gets a report with hundreds of new domains that are possible infringers on the BOTOX® brand. Some third parties, such as doctors who have registered with Allergan to use BOTOX® treatment can set up their web sites and use the BOTOX® brand in the domain name, but Allergan aggressively pursues imitators and others looking to falsely align themselves with the BOTOX® brand.

THE SOLUTION

In 2002, Allergan turned to a company called Arcemus for domain name management services. In 2004, Arcemus was acquired by Iron Mountain, and excellent service has continued for Allergan.

Hinchey says, “Iron Mountain is an all-service agency that has helped me significantly reduce my workload in managing domain name records so I can refocus my efforts on other significant projects that are part of my primary responsibility.” She explains, that she emails her account managers Chris or Wendy with any changes, “I don’t have to think about what forms I need to fill out and, more importantly, I don’t have to worry as everything is being taken care of in a timely and professional manner.” By outsourcing its domain name records

management functions, Allergan can efficiently acquire, manage and enforce the use of domain names and trademarks online. They trust Iron Mountain to respect their time, be directly accessible, and manage large global registration projects and valuable portfolios.

Previously, Hinchey’s job was more “hands on” with different registries. She and her staff had to fill out forms and follow up to make sure domain name tasks were completed. They also had to worry about when a domain name may be up for renewal and ensure that all renewals were paid on a timely basis. Today, domain names comprise only a small fraction of the workload for Hinchey and her staff, and she is thrilled. She is very confident letting Iron Mountain manage the critical intellectual property involved with Allergan’s domain name records.



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