

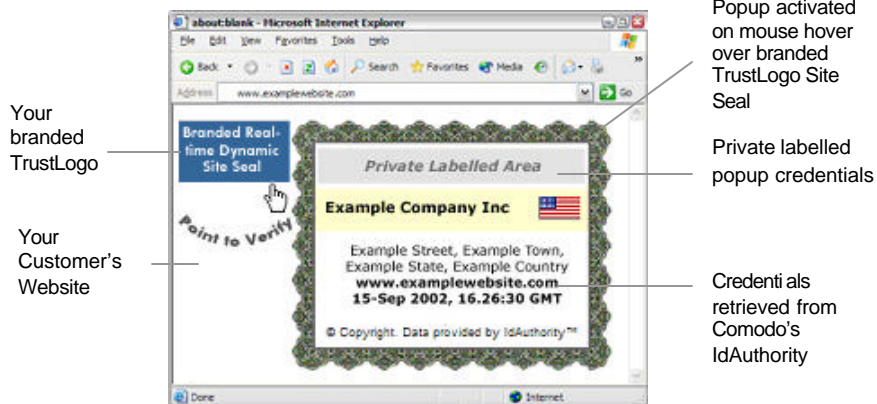


A real innovation in the use of your own brand to deliver Identity Assurance

Provide your own branded TrustLogo

The branded TrustLogo allows you to promote your own brand as a provider of identity assurance – an essential component for any website. Your brand equity increases as it becomes associated with trust, security and identity assurance.

Your branded TrustLogo is a simple way for visitors on your customer's / member's website to confirm the identity of the website. The engine behind the website identity assurance lookups is Comodo's IdAuthority – a fully scalable identity assurance infrastructure capable of serving billions of identity confirmations.



Benefits

Unique Point to Verify[®] technology:
A hover of the mouse provides the visitors of your customer's website with confirmation of the website identity

Consistent Private Labelling:
The actual branded TrustLogo Dynamic Site displayed on your customer's websites is your brand or logo. Further private labelling appears when an identity confirmation is served – the popup credentials appear within a template featuring your branding

Create brand awareness in your service:
Your brand is prominently displayed on your customer's site, ensuring maximum exposure for your brand and its association with trust

Promote Trust and Confidence:
Your branded TrustLogo gives you the capability to promote your customers as trustworthy and legitimate

Your customers will want to display your brand:
The provision of Identity Assurance to website visitors gives your customers the incentive to display your branded TrustLogo on their website

Increase brand value:
The association of your brand with Identity Assurance leads to increased brand value

Completely scalable solution

Unlike some existing "seal" programs, your branded TrustLogo is designed for high availability systems. Identity confirmations are only performed when a customer requests an identity confirmation and not every time the page is loaded and will not cause webpage degradation like some other "seal" programs. Your branded TrustLogo will always be displayed, no matter how much traffic a site may receive.

Comodo powers your security solutions. We provide the utility for you to provide your branded Real-time Dynamic Site Seal to your customers

The Comodo Value Promise:

To provide our customers with products and services that are unmatched in technology and fully leverage your brand to the highest value. We ensure that \$ for \$ our customers will make more money from providing services powered by Comodo

