



CASE STUDY

WEB-BASED LAW FIRM INCREASES SALES BY 40% WITH VERISIGN TRUST™ SEAL





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The Trademark Company is a leading Web-based law firm that provides the most comprehensive range of trademark services available online. Headquartered in Virginia, the company bundles its services into a variety of packages that clients can purchase at the firm's web site, TheTrademarkCompany.com. These packages encompass almost every area of trademark law, including research, registration, monitoring, renewal, enforcement, and domain name disputes. With thousands of clients around the world, The Trademark Company is one of the largest and fastest-growing trademark law firms in the United States.

CHALLENGE: BUILD TRUST WITH POTENTIAL CLIENTS

When Matthew Swyers founded The Trademark Company in 2003, he envisioned a different kind of law firm where quality of service wouldn't depend on a client's size. "As an attorney working at the United States Patent and Trademark Office, I often saw small businesses struggle to afford legal services from traditional law firms," he says. "My philosophy has always been that everyone should have access to top-notch trademark representation that's affordable."

Swyers wanted to eliminate many of the costs associated with traditional law firms, so he decided to try a unique approach: offering trademark services online. "Law is still largely a face-to-face business, so some people had doubts about working with a Web-based law firm," he says. "After we launched our site, we'd get several emails a day asking if our firm was genuine. If that many people were questioning the legitimacy of our business, I'm sure there were a lot more who didn't bother to contact us at all."

To give potential clients the confidence to work with the firm, Swyers began looking for a solution that would help instill trust in the company's web site. "Our business depends on our web site, so building trust with site visitors is absolutely essential," Swyers says. "We needed a solution that would help us demonstrate that our firm was legitimate and trustworthy as soon as people landed on our site."

SOLUTION: A WELL-KNOWN BRAND WITH A STRONG REPUTATION FOR TRUST ONLINE

When Swyers and his team began searching for a solution to build trust in The Trademark Company web site, they didn't have to look far. "We immediately turned to the number one source of trust on the Internet, which is VeriSign," says Swyers. "The VeriSign name is widely recognized and has a strong reputation for online safety. By using the VeriSign Trust™ Seal, we can take advantage of the power of the VeriSign brand and give our site a lot of credibility."

SUMMARY

Industry:

- Trademark research and legal services

Key Challenges:

- Instill trust in Internet-based law firm web site and build client confidence
- Provide clear, immediate signal that company is legitimate
- Reduce trust-related questions and concerns from potential clients

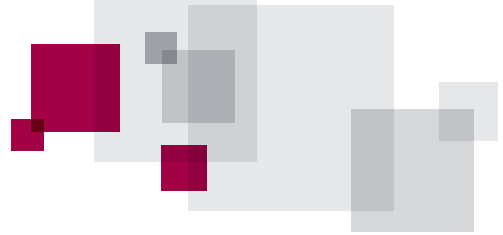
Solution:

- VeriSign Trust™ Seal

Results:

- Boosted sales of key service packages by 40% and increased conversion rates by 15%
- Eliminated all email inquiries from potential clients about legitimacy of business
- Dramatically expanded business, growing to become one of the top three trademark firms in the country





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The fact that visitors can click on the Trust Seal to verify a site's security status also appealed to Swyers. "Anyone can put up an image of a seal on their site, but our clients and prospects can click on the Trust Seal to see updated information that proves that we've been verified," he says. "With the Trust Seal, it's almost like there are two levels of protection, first seeing the seal right away, and then clicking it to show we've been authenticated by VeriSign. We love it."

Even though The Trademark Company doesn't have an in-house IT staff, the Trust Seal was still easy to install and Swyers was impressed by VeriSign's customer support. "After we purchased the seal, VeriSign followed up with us to make sure we didn't need any help getting it up on our site," he says. "The customer service we've gotten from VeriSign has been just great."

RESULTS: STANDING OUT FROM THE COMPETITION TO ACHIEVE STRONGER SALES AND DRAMATIC GROWTH

After installing the VeriSign Trust Seal on its web site, The Trademark Company has seen dramatic results, including significant increases in both conversion rates and sales.¹ "In the space of one month, our conversation rates have already gone up 15 percent," says Swyers. "Not only that, but sales of our two key service packages jumped 40 percent after we put the Trust Seal on our site. We've been absolutely thrilled with the results we've seen so far."

In addition to more sales and higher conversion rates, The Trademark Company has also succeeded in building trust with potential clients. "Since we put the Trust Seal on our site, we haven't received a single email from a potential client asking if we are a legitimate law firm," Swyers says. "The problems we had trying to get people to trust us and our site have been solved."

According to Swyers, using the Trust Seal has also helped the company stand out from its competitors. "Now that we use the Trust Seal, more people are choosing to work with us and business is booming," he says. "We're on track to become one of the top three trademark law firms in the country, and the VeriSign Trust Seal has definitely played a big part in that success."

FUTURE: USING THE VERISIGN TRUST SEAL TO INSTILL EVEN MORE CONFIDENCE

As The Trademark Company continues to grow, the firm's web site will become an even more integral part of its business. "We're always looking to make improvements to the site that will help us meet the needs of our clients and prospects," says Swyers. "The site will definitely change, but no matter what those changes happen to be, we will continue to rely on the VeriSign Trust Seal to instill trust in our web site."

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—Matthew Swyers, Founder and General Counsel, The Trademark Company

ABOUT VERISIGN

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

Visit us at www.VeriSign.com for more information.

1. Results based on customer's study comparing the number of transactions conducted prior to and after displaying the VeriSign Trust Seal for 30 days.

