Brandsec Joins Abion to Strengthen Presence and Domain Management Capabilities across Asia-Pacific

Melbourne, Australia, 15 October 2026.

Brandsec's local team and client-focused approach remain at the centre, now backed by Abion's international expertise across IP, domains and web security.

Brandsec, a specialist in corporate domain management and online brand protection, today announced that its corporate *domain management business* has joined Abion, an international provider of intellectual property, domain management and web security services.

The move marks the next chapter for Brandsec, strengthening the range of expertise and services available to clients across Australia, New Zealand and the wider Asia-Pacific region.

For Brandsec clients, the focus remains the same: local expertise, responsive service and trusted relationships. The existing Brandsec team will remain in place and continue to work closely with clients, now supported by Abion's broader international capabilities across intellectual property, trade marks, domain management, brand protection and web security.

"Joining Abion is an exciting next step for our Corporate Domain Management business. It gives us access to greater international expertise, technology and resources while preserving the local relationships and personal service our clients value," said Joe Thymian, General Manager and General Counsel at Brandsec.

Combining Local Expertise with International Experience

Brandsec has established a strong position in Australia and New Zealand through its expertise in corporate domain management, domain security, enterprise DNS, SSL certificate management and related domain services.

Abion brings a long European heritage in protecting brands and digital assets. With roots in Sweden dating back to 1994, Abion became Sweden's first ICANN-accredited registrar in 1999 and one of the earliest accredited registrars in Europe.

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Since then, Abion has expanded beyond domain management into a broader international IP offering, combining intellectual property and trade mark expertise with brand protection, web security and technology.

For Brandsec, however, the principle behind the move is straightforward: retain what clients value today, while creating the ability to offer more.

Jesper Knudsen, CEO of Abion, said:

"Brandsec has built something very strong in Australia and New Zealand. They have deep expertise, long-standing client relationships and a service culture that fits extremely well with Abion. Our ambition is to build on that foundation. Brandsec brings us important local knowledge and capabilities, while Abion can give the team and its clients access to a much broader international platform."

The combination also creates a stronger connection between Australia and New Zealand and Abion's international network, giving organisations in the region access to expertise across multiple markets through one partner.

"This gives Brandsec the opportunity to take the next step without changing what our clients value about working with us," added Joe Thymian. *"We remain close to our clients and focused on delivering excellent service, with significantly greater expertise, technology, investment and international reach behind us."*

The transaction covers Brandsec's corporate domain management business. Unphish, Brandsec's separate digital risk and brand protection business, is not included and continues to operate independently under the leadership of Brandsec's co-founder, Ed Seaford.

About Brandsec

Brandsec is an Australian specialist in corporate domain name management supporting major organisations with the registration, management and security of their domain portfolios.

Its services include corporate domain portfolio management, domain registrations and renewals, enterprise DNS, SSL certificate management, email and domain security, new top-level domain services, domain acquisitions and brokerage, and domain name dispute resolution.

Read more about Brandsec

About Abion

Abion is an international IP partner helping organisations protect and manage their brands, innovations and digital assets. Its capabilities span intellectual property and trade mark services, domain management, brand protection and web security. Abion serves over 12,000 customers in 160 markets through a network of 290 expert colleagues.

With roots in Sweden dating back to 1994, Abion became Sweden's first ICANN-accredited registrar in 1999 and has since developed into an international group combining specialist expertise, technology and local market knowledge.

Read more about Abion

For press enquiries, contact Joe Thymian

brandsec.com

+61 3 7000 4675