

By: ~~October 2006~~, Technology News Editor

## [Microsoft Manipulates Google to Promote OneCare](#)

### *Via third party security trademarks*

When I say Microsoft manipulates Google to promote OneCare I am referring to the search engine and not to the Mountain View Company. These accusations have been put forward by security developers Sunbelt Software and Agnitum Ltd. The duo claims that the Redmond Company is using trademarks registered to both Sunbelt and Agnitum in order to promote OneCare, Microsoft's all-in-one protection and maintenance service for Windows XP. This applies only to certain geographical locations, United States included. "Microsoft uses the trademark Spyweeper in promoting OneCare. This shows that Microsoft is not looking for new customers who don't have security software, as they've said in the past. They are directly targeting an incumbent player here," alleges Alex Eckelberry, CEO Sunbelt Software. "Webroot" and "SpySweeper" are both trademarks owned by Webroot Software. Eckelberry accuses Microsoft of using both trademarks as keywords in a Google AdWords campaign. Searches involving the respective items will also return results that point to Microsoft's OneCare, in addition to Sunbelt's products. "We made a similar discovery three months ago. Microsoft does the same thing with our trademarked product Outpost Firewall Pro - see the screenshot below. To try this yourself, type "outpost firewall" into Google and see what happens. Although this is not new search engine advertising tactic, it is something unusual to expect from Microsoft, isn't it?" stated Alexander Kariagin, PR and Marketing manager, Agnitum. Kariagin added that Google was contacted on the issue and required to block any advertising that involved Microsoft making use of Agnitum's trade-mark identity.