

# The Internet is Expanding

Learn how to protect your trademark

.нлайн



.food

ةكبش

.сайт

.sport

3X

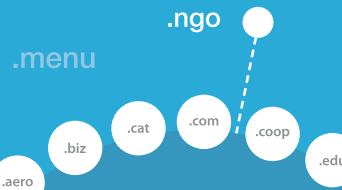
Rights Protection Mechanisms

are now in place to support and protect trademark holders - before anything happens, and in case something does in the future

.brand

STAGE 01

BEFORE THE NEW DOMAINS GO LIVE



22 > 1300

In the coming months, the number of Internet domains will explode from 22 to over 1,300

游戏



.paris

## Trademark Clearinghouse

The Trademark Clearinghouse is a one-stop-solution to help protect a brand across every new generic Top-Level domain that comes online

The first stage in protecting your rights is to submit a mark to the Trademark Clearinghouse

Submit your Trademark <http://trademark-clearinghouse.com>

Rights Protections:



**Sunrise Services**

Priority access to request domain names associated with your trademark(s)



**Abuse Case Management**

New gTLD Operators are contractually obligated to provide a dedicated point of contact for handling abuse inquiries



**Trademark Claims Service**

A warning to potential infringers. Notification to a Rights Holder after a potentially infringing registration allowing for immediate action

STAGE 02

AFTER THE DOMAINS GO LIVE

## Uniform Rapid Suspension System

If rights infringement occurs after a domain goes live, the URS comes into effect



Within 24 hours of a valid complaint, an infringing domain will be locked

STAGE 03

AFTER THE DOMAINS GO LIVE

## Trademark PDDRP\*

Trademark infringement is often portrayed as being a registrant problem, such as cyber-squatting. But what if a Registry Operator were to act in bad faith?



The Trademark Post-Delegation Dispute Resolution Procedure addresses instances where a Registry Operator is complicit in trademark infringement

Find out more @ <http://newgtlds.icann.org/urs>



Find out more @ <http://newgtlds.icann.org/pddrp>

ICANN and the Internet community are laying the foundation for a broader, more mature Domain Name System

To find out more about the biggest change to the Internet since it was created visit <http://newgtlds.icann.org>



New Generic Top-Level Domains

\* Post-Delegation Dispute Resolution Procedure

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