

SUMMARY COMPILATION OF INFORMATION ON ADDITIONAL MARKETPLACE RPMS (PROTECTED MARKS LIST SERVICES)

Prepared by ICANN staff – 21 September 2017

Additional Marketplace RPM Service	Provider	Description of the Service	Links and Other Information
<p>Donuts Protected Marks List (DPML)</p>	<p>Donuts</p>	<p><u>What it is:</u> A five-year block for an exact match second level domain (SLD) across standard-priced Donuts TLDs during General Availability for a single fee¹. DPML subscribers can submit unlimited overrides of their blocked terms without additional wholesale override fees.</p> <p><u>How to apply:</u> Application must be submitted through a registrar authorized by Donuts to sell DPML blocks. Applicant must have been issued a Signed Mark Data (SMD) file from the TMCH indicating that the mark in question was validated.</p> <p><u>Requirements:</u></p> <ol style="list-style-type: none"> 1. The label must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens; 2. The label may not begin or end with a hyphen; 3. For DPML Blocks in IDNs, the label must be in the character scripts (languages) Donuts offers and supports as specified on the Donuts website; 4. The label may only have two consecutive hyphens (--) in the third and fourth positions, if any, when preceded by “xn” and followed by a label that corresponds with an IDN containing characters referred to in (c) above; 5. The label does not exceed 63 characters; and 	<p>General overview of all blocking services offered by Donuts, M+M and (until recently) Rightside: http://www.trademark-clearinghouse.com/content/blocking-mechanisms-tmch-clients-dpml</p> <p>Webpage describing DPML and DPML Plus: http://donuts.domains/what-we-do/brand-protection/</p> <p>Donuts Policies applicable to DPML Block holders: http://donuts.domains/about/policies/</p> <p>Donuts Documentation on DPML: https://donuts.zendesk.com/hc/en-us/articles/201694617-DPML-Documentation-for-download</p>

¹ A DPML Block does not block Sunrise registrations or premium names.

		<p>6. The label must be based on a domain name label contained in an SMD file that is made up of at least three characters.</p> <p><u>Limitations:</u> A DPML Block -</p> <ol style="list-style-type: none"> 1. May be published in the Whois database and provide information about the DPML Block holder; 2. Will not result in a domain name that resolves on the public Internet; 3. May be subject to periodic review by Donuts to verify that the applicable TMCH entry remains valid; 4. Will be applied, at no additional cost, to SLDs that were not available at the time of a DPML Block, but that later change to available SLDs; 5. Will be applied, at no additional cost, to certain TLDs that become owned and operated by Donuts; 6. May cease to be applied to TLDs that no longer are owned and operated by Donuts; and 7. Are subject to Overrides². <p>DPML Block holders are subject to Donuts policies, including the Donuts Acceptable Use Policy, Whois Policy, Searchable Whois Policy, Sunrise Dispute Resolution Policy and Privacy Policy.</p> <p>Donuts may disqualify DPML Block holders found to have engaged in abusive registrations or practices from maintaining any current or future registrations or DPML Blocks in any Registry.</p>	<p>Selected industry media coverage:</p> <p>Domain Incite - http://domainincite.com/14546-donuts-trademark-block-list-goes-live-pricing-revealed (DPML launch, Sept 2013)</p> <p>http://domainincite.com/15313-blocked-trademarks-still-eligible-for-donuts-sunrises (trademarks on name collision lists, Dec 2013)</p> <p>World Trademark Review – http://www.worldtrademarkreview.com/Blog/detail.aspx?g=a2c635f9-734a-43b8-8eda-d413fe086a00 (illustrative list of brands and DPML, Dec 2014)</p> <p>CSC Digital Services Blog – https://www.cscdigitalbrand.services/blog/donuts-and-the-domain-protected-marks-list-dpml/ (DPML launch, Sept 2013)</p>
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² An “override” of a DPML block is the registration of a DPML-blocked domain by a registrant that holds an SMD file containing the label that exactly matches the label under a DPML block. The DPML block holder may override and register domains under their own block, and other third-party mark holders may override legacy DPML blocks. There are no wholesale fees applied to overrides. Overrides do not apply to DPML Plus.

		<p>Donuts may (but is not obliged) to revoke all or part of a DPML Block if the underlying TMCH entry for the SMD File is no longer valid.</p> <p>DPML does <u>not</u> affect domain names reserved by Donuts; reserved names can include:</p> <ol style="list-style-type: none"> 1. Reserved for operations and other purposes, including without limitation certain premium names, which Donuts may change from time to time; 2. Reserved or restricted to comply with applicable ICANN requirements or Donuts policies, including those reserved for certain third parties; 3. Still pending, in process, or otherwise not available, such as domain names that are still pending processing of Sunrise registration; or 4. Already under registration or subject to an active DPML block, unless an exception applies (e.g., override). 	<p>Domain Name Wire – https://domainnamewire.com/2016/10/27/donuts-dpml-price/ (DMPL price increase, Oct 2016)</p> <p>https://domainnamewire.com/2014/07/28/brand-protection-new-tlds-2/ (brands using DPML, July 2014)</p>
<p>DPML Plus</p>		<p><u>What it is:</u> A ten-year block for exact-match SLDs across all Donuts TLDs that includes the ability to block misspells of a mark at no additional charge.</p> <p>Includes –</p> <ul style="list-style-type: none"> • ability to block three additional strings that contain the mark or are misspellings of the mark (more than three “contains” or misspelled strings can be added for an additional fee) • blocks for all premium SLDs • blocks are <u>not</u> subject to overrides by other parties with the same trademark, without the consent of the DPML Plus block holder 	<p>Webpage describing DPML and DPML Plus: http://donuts.domains/what-we-do/brand-protection/</p> <p>Selected industry media coverage: Domain Incite – http://domainincite.com/2021-for-10000-donuts-will-block-hundreds-of-typoes-and-premiums-for-</p>

		<ul style="list-style-type: none"> ability to submit unlimited overrides of blocked terms (for no wholesale override fee) if the mark holder elects to register and use previously blocked terms. Additional terms over and above the three included in the DPML Plus package can be added for an additional fee per blocked SLD. <p>Donuts has the right to approve all DPML Plus applications (e.g. a registry may decline to block certain three-character and common dictionary terms).</p>	<p>your-brand (DPML Plus, Sept 2016) http://domainincite.com/21377-donuts-extends-dpml-plus-and-delays-price-hike (DPML Plus extension, Dec 2016)</p> <p>Domain Pulse – http://www.domainpulse.com/2016/09/29/donuts-offers-protection-trademark-owners-gtlds-cheaply/ (DPML Plus, Sept 2016) http://www.domainpulse.com/2017/08/10/rightside-tlds-included-in-donuts-dpml/ (Integrating Rightside, Aug 2017)</p> <p>The Domains – https://www.thedomains.com/2016/09/28/donuts-launches-dpml-plus-to-protect-trademarks-3-typos-for-9999/ (DPML Plus, Sept 2016)</p> <p>Domain Name Wire - https://domainnamewire.com/2016/12/27/donuts-extends-brand-protection-</p>
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			offering (DPML Plus, Dec 2016)
Minds+Machines Protected Marks List (MPML)	Minds & Machines	<p><u>What it is:</u> A five or ten-year block of a TMCH-validated mark, and permitted variants, across all gTLDs for which M+M signed a registry agreement with ICANN.</p> <p><u>Who can apply:</u> Applicants that have a valid SMD in the TMCH.</p> <p><u>How to apply:</u> Applications must be submitted via via an ICANN accredited registrar authorized by M+M to provide the service.</p> <p><u>Requirements:</u> Domain names must:</p> <ul style="list-style-type: none"> • Be at least three valid characters long and otherwise conform to ICANN-mandated name formation rules (one and two character names are not currently eligible); • Be an exact match of the trademark registered in the TMCH corresponding with the SMD file; • Be a variation³ of the exact match domain name as long as the exact match of the trademark registered in the TMCH corresponding with the SMD file is contained in the variation. However, the variation must not be registered in the TMCH by another organization. 	<p>Information about MPML: http://mm-registry.com/mpml-faq/</p> <p>MPML Terms & Conditions: http://mm-registry.com/wp-content/uploads/2014/11/MPML-Subscriber-TCs.pdf</p>

³ M+M began accepting applications for variations of exact matches on 16 December 2014.

		<ul style="list-style-type: none"> • Not already subscribed for in the MPML • Not reserved or specifically excluded by the registry • Not on any of the lists of names mandated by ICANN to be blocked in any M+M – ICANN registry agreement. <p><u>Notes:</u> Most premium names (except those reserved by the registry for future use) can be covered by MPML; the fee is the same as for non-premium names.</p> <p>MPML block can be overridden - if an eligible trademark holder (i.e., with a valid SMD file in the TMCH) wants to apply for and/or register their name in any M+M TLD then an override of the MPML subscription will occur. An override can only occur for domain names that have a valid SMD file.</p> <p>MPML is on a “first-come, first-served” basis.</p>	
Domains Protected Marks List (DPML)	Rightside	<p>No current information available following acquisition by Donuts.</p> <p>Based on media coverage, the Rightside DPML was similar to the Donuts service, including eligibility via and reliance on the TMCH’s SMD file.</p> <p>The Rightside DPML had the following main features:</p> <ul style="list-style-type: none"> • Up to ten years’ protection • Anchor Block – exact match of a mark or term contains the mark; does not apply to misspellings • Variant Block - up to 10 Variant blocks associated to the Anchor registration; may include IDN variations (across 200 supported languages), common misspellings or phrases that appear confusingly 	<p>Rightside guide to DPML: http://registrysupport.rockets/guide-to-dpml/</p> <p>Webinar on last Rightside DPML expansion: https://www.youtube.com/watch?v=SIRKs-6x6_4</p> <p>Confirmation that DPML will apply to all 40 of Rightside’s gTLDs following acquisition: http://donuts.news/donuts</p>

		<p>similar to the trademark; may be overridden to activate the blocked domain registration</p> <ul style="list-style-type: none"> • Premium names are covered <p>Limitations:</p> <ul style="list-style-type: none"> • Anchor DPML blocks have a minimum character limit of 3 with a maximum of 63 characters; Variant DPML blocks have a minimum character limit of 4 with a maximum of 63 characters • DPML labels must be valid SLD domain registration containing no additional special characters outside of hyphens and alphanumeric ASCII characters • Does not include Rightside’s “Platinum Names” (mostly generic terms) • Does not include Rightside’s Reserved Names (unless released from that status) <p>Expanded in March 2017:</p> <ul style="list-style-type: none"> • Can block premium domains • Can block 10 variants along with one term (variants can be typos or IDNs) • Can unblock domains without activation fee (just pay the registration fee) <p>As of August 2017:</p> <ul style="list-style-type: none"> • Customers with both Donuts and Rightside DPMLs – both programs remain intact for the time being • Customers with just a Rightside DPML – program remains intact for the time being, with option to purchase Donuts DPML, DPML Plus or register domains at their discretion. New subscription service fees will apply. • DPML will apply to all 40 Rightside gTLDs with no incremental fees associated with the addition of 	<p>-rightside-brand-trademark-protection</p> <p>Selected industry coverage: Domain Name Wire - https://domainnamewire.com/2017/03/28/rightside-changes-brand-blocking-service-new-tlds/ (expanded DPML, March 2017) https://domainnamewire.com/2017/08/09/donuts-acquisition-rightside-makes-easier-brand-owners/ (integration into Donuts, Aug 2017)</p> <p>Domain Pulse – http://www.domainpulse.com/2017/04/24/rightside-dpml-upgrade-enhanced-domain-brand-protection/ (expanded DPML, April 2017)</p>
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		these 40 names and the same intact expiration dates (but subject to Donuts DPML exceptions e.g. premium names)	
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