

## New gTLD Preparedness Checklist

With several new gTLDs already launched and continuing to launch over the next two years, now is the time to make sure you are prepared for the expansion of the Internet namespace—and that in the future, your customers and prospects find your site rather than that of an impersonator.

### 1. Identify and Submit Trademarks to the Trademark Clearinghouse

The Trademark Clearinghouse will serve as a central repository of authenticated trademark information. The information contained within the Trademark Clearinghouse will be used to enable Sunrise Registrations and Domain Name Blocking.

### 2. Review All New gTLD Applications

On June 13, 2012, ICANN revealed the entire list of 1,930 applications, representing approximately 1,400 new TLDs. It is important for brand owners to familiarize themselves with the applications and begin thinking about how these new gTLDs will affect their domain management policies and brand protections strategies.

### 3. Rationalize Existing Domain Name Portfolios

Now, more than ever, is the time to take a hard look at defensive holdings and decide if any of your existing domain names are no longer needed. Domain traffic statistics should be considered and used to add domains where needed or drop domains with little or no traffic.

### 4. Revise and Implement Domain Management Policies

It is important to create enterprise-wide policies and procedures covering topics such as who can register domains, what should be registered and how those registrations will be used. Policies should also include where you want your domains to “point” as well as security measures like domain locking.

### 5. Ensure that Your Existing Registrar is Committed to Providing New gTLD Registration Services

Select a Registrar that is committed to providing registration services for all new gTLDs. Working with a single Registrar (as opposed to multiple Registrars) will help to ease some of this anticipated complexity.

### 6. Become Familiar with New Rights Protection Mechanisms

ICANN has adopted a number of new Rights Protection Mechanisms, including Trademark Claims, Sunrise Registrations, the URS (Uniform Rapid Suspension), the PDDRP (Post-Delegation Dispute Resolution Procedure) and the RRDRP (Registry Restriction Dispute Resolution Procedure).

#### **Trademark Claims**

During the first 90 days of General Registration, if a domain submitted for registration is an identical match to an authenticated trademark in the Trademark Clearinghouse, the Trademark Claims service will provide notification to the prospective registrant that the mark(s) is included in the Trademark Clearinghouse.

#### **Sunrise Registrations**

Sunrise Registration periods provide trademark holders in the Trademark Clearinghouse priority to register domains before they are available to the general public, assuming that all eligibility requirements are met.

### New gTLD Resource Center

Access the most recent news and expert information you need in order to prepare your brand and business for the new gTLDs at <https://www.markmonitor.com/topleveldomains>

### **Uniform Rapid Suspension (URS) System**

The URS was designed to provide a cost-effective, expedited process to address issues of trademark infringement and abuse. Domains are suspended for the remainder of the registration term but will be available again for registration once the domain expires.

### **PDDRP (Post-Delegation Dispute Resolution Procedure)**

The PDDRP will also provide rights holders with the ability to file complaints against registries who have acted in bad faith with the intent to profit from the systematic registration of infringing domains at the second level (to the left of the “dot”).

### **RRDRP (Registry Restriction Dispute Resolution Procedure)**

The RRDRP is a complaint procedure for community-based gTLDs. The complainant must prove that the TLD operator violated the terms of the community-based restrictions in its agreement and that there is measureable harm to the complainant and the community named by the objector.

## **7. Police for Abuse and Take Action Only When Appropriate**

It's important to monitor for potential problems in all new gTLD registrations for improper use of brands, trademarks and slogans. By monitoring domain registrations, companies can proactively anticipate potential domain name abuse and take immediate action.

## **8. Set Budgets Accordingly**

Budgets will likely need to increase to take in account registration fees, Trademark Clearinghouse submission fees as well as additional costs for policing and remediating domain name abuse.

### **Protecting Revenues and Reputations**

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For more information on preparing for the new Internet namespace, please call MarkMonitor at 1-800-745-9229 or visit us at [markmonitor.com](http://markmonitor.com).

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