



Sky's the limit: A GLOBAL VIEW ON DOMAIN PROTECTION

Nisha Parkash – Online Compliance and Brand Protection Manager
Sky Group

Solo: A Star Wars Story

sky cinema

Consistency

.com covers all territories

- Check availability first – is the .com domain actually available?

If you register one ccTLD make sure you register in all your territories

- Remember some registries require configured DNS – commit your orders carefully
- Don't make your territories vulnerable

Launch sites with non hyphenated domain names

- It will be harder for your site to be infringed
- It can help manage phishing attacks



Launching something new?

When is the best time to register a domain name?

- Immediately

Do I use .sky?

- Downside

Do it covertly – how and why?

- Masking and Super masking

Someone has my name

- Anonymous Acquisition



You can't have it all

Avoid hyphens

entertainment-skycinema.com

entertainmentsky-cinema.com

entertainment-sky-cinema.com

Do you actually need some extensions?

.info / .net / .biz / .mobi

Does the domain string make sense?

UDRP wins – can the domain just be cancelled? – europeskytv.uk



New gTLD's

If you don't want to register the .com don't register the .gTLD – the gTLD states the domain string

- skyfarm.com
- sky.farm

- skydance.com
- sky.dance



.Sky registry and dns

.Sky registry

- flexibility to register and delete domain names
- on brand

DNS

- understanding DNS can help manage your domain portfolio
- one domain registration can be used in as many ways as you like
- a sub domain can be controlled in the exact same way as a domain name



Top tip

Protecting yourself with third parties

CNAME set ups – make it a policy that your third party do not use your trademark as their DNS identifier in a sub domain set up, it means if you see a sub domain containing your trademark you know this is not legitimate



Q&A

