

## Signed Mark Data (SMD) Files

### What is an SMD?

A Signed Mark Data (SMD) file is similar to a password in the sense that it allows you to identify yourself and request an action that requires privileges to be executed.

In the domain name registration process, the purpose of an SMD is to show that the Trademark Clearinghouse has verified your mark, and that you have met the minimum eligibility requirements to request the registration of domain names during the sunrise period of a TLD. For example, if your mark is "**Example One**", your SMD will show that you are allowed to register `exampleone.<TLD>` or `example-one.<TLD>`.

**Note:** A mark (e.g., **Example One**) is converted into specific domain name labels (e.g. **exampleone**) that are technically valid in the domain name system, according to a set of matching rules applied by the Trademark Clearinghouse. Your SMD may allow you to request the registration of one or more labels (e.g. **exampleone and example-one**) depending on the name of the mark submitted.

The following information is encoded in the SMD:

- the labels that you are allowed to register
- the trademark name and jurisdiction
- the Nice classification (if applicable) and description of goods and services of your trademark
- contact information for yourself or your trademark agent (if one is being used)

A Registry can verify that your SMD is valid because an ICANN-approved trademark validator (TMV), Deloitte, has digitally signed your SMD. The digital signature created by Deloitte for SMDs uses the same technology used to sign emails in the Internet.

During the sunrise of a new TLD, you may go to a Registrar to request the registration of a domain name (e.g. **exampleone.example or example-one.example**). The registration process is going to be similar to the process you are used to using with your favorite Registrar, but at some point in the process, the Registrar will ask you for your SMD file. The Registrar may require you to upload the SMD file (similar to the process to upload an attachment on a web mail provider) or to copy/paste the contents of the SMD file (select all text, copy and paste) into a text box.

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Examples of Registrar interfaces that support SMD file upload:

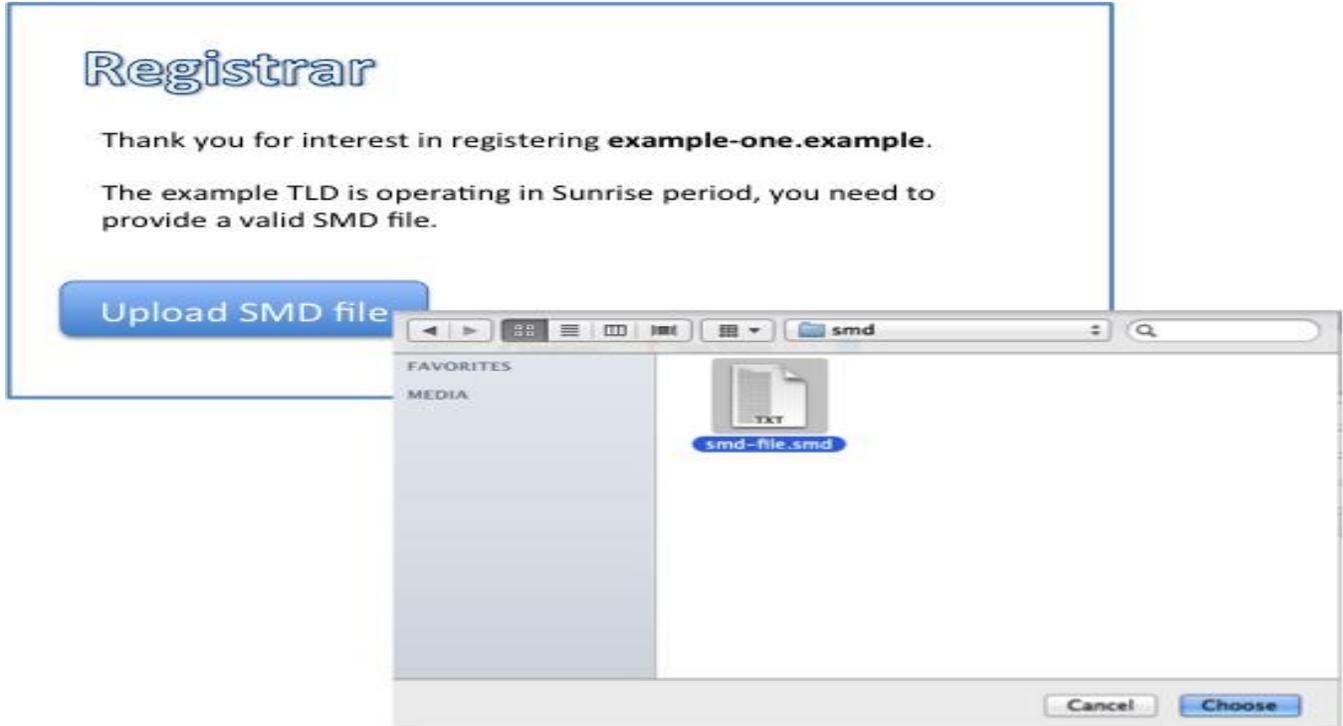


Figure 1

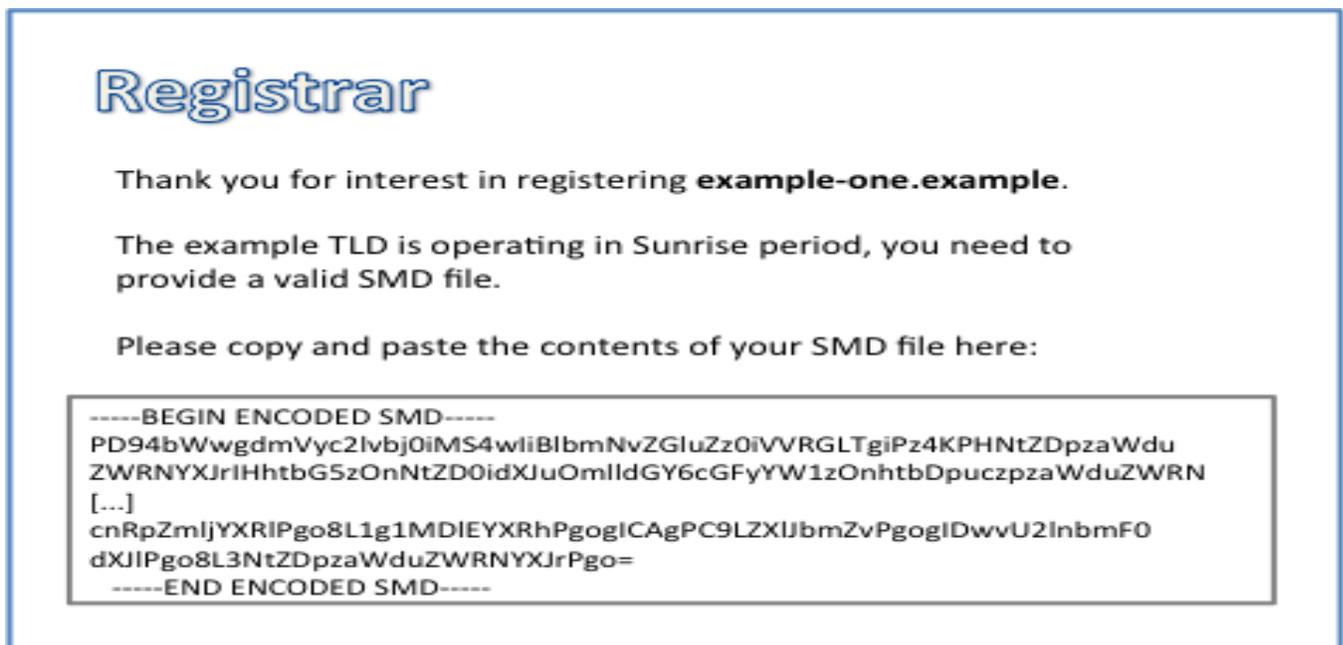


Figure 2

## Signed Mark Data (SMD) Files

The contents of an SMD file are similar to this:

```
Marks: Example One
smdID: 1-2
U-labels: example-one, exampleone
notBefore: 2011-08-16 09:00
notAfter: 2012-08-16 09:00
-----BEGIN ENCODED SMD-----
PD94bWwgdMvYc2lvbjo0iMS4wliBlbmNvZGluZz0iVVRGLTgiPz4KPHNtZDpzaWdu
ZWRNYXJrIHhtbG5zOnNtZD0idXJuOmllcGY6cGFyYW1zOnhtbDpuczpzaWduZWRN
[...]
cnRpZmljYXRIPgo8L1g1MDIEYXRhPgogICAgPC9LZXIjbmZvPgogIDwvU2lnbmF0
dXJIPgo8L3NtZDpzaWduZWRNYXJrPgo=
-----END ENCODED SMD-----
```

You can open your SMD file with your favorite text editor (e.g. notepad in Windows or textedit in Mac OS X). At the top of the file, there are five lines that are human-readable (the information in these five lines is also encoded in the SMD). These five lines indicate:

- the Mark this SMD refers to (e.g. Marks: **Example One**)
- a unique identifier (e.g. smdID: 1-2)
- the labels that you can use to register domain names (e.g. U-labels: **example-one, exampleone**)
- the start of validity of the SMD (e.g. notBefore: 2011-08-16 09:00)
- the end of validity of the SMD (e.g. notAfter: 2012-08-16 09:00)

Between the SMD boundaries (-----BEGIN ENCODED SMD----- and -----END ENCODED SMD-----) the actual SMD is encoded. You should not modify your SMD file as you may render the SMD file invalid. You can send your SMD by email or attach the contents to a legal agreement; the encoding of the SMD makes it suitable for this purpose.

The SMD is a versatile instrument that will allow you to register domain names during the sunrise period of new gTLDs and request other services (e.g. initiate an URS process).

**Note:** The possession of your SMD is sufficient to request services based on your SMD, therefore is important that you keep your SMD secure and you only share your SMD with a trusted person/entity (e.g. ICANN-approved URS providers).

## Signed Mark Data (SMD) Files

### Renewal/Revocation of an SMD

#### *Revocation:*

Revocation is the process executed by the Trademark Validator, Deloitte, to invalidate an SMD. Revocation may be triggered, for example, when an SMD has been compromised or when a record is removed from the Trademark Clearinghouse. Once an SMD has been revoked, the SMD cannot be used anymore.

#### *Renewal*

Every time a trademark record is renewed or updated based on new information, a new SMD file is generated. The validity period of the new SMD file starts at the moment of trademark record renewal and ends at the new expiration date of the trademark record. After the trademark holder downloads the new SMD file for the first time, the previous SMD file is revoked.