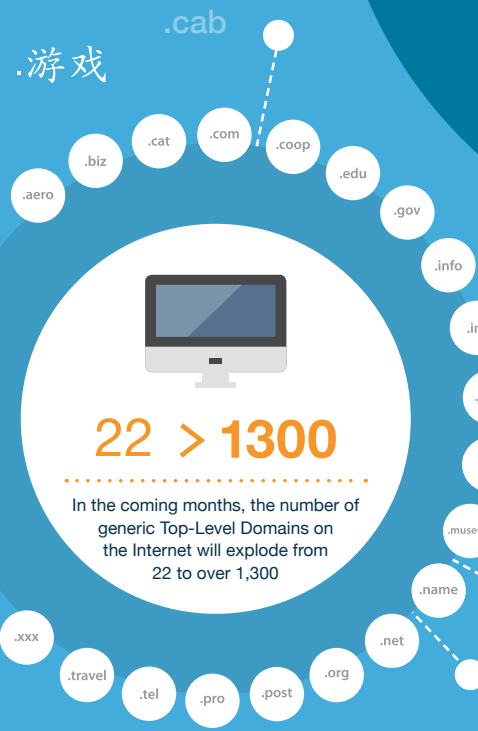


The Internet is Expanding

Learn how to protect your trademark



22 > 1300

In the coming months, the number of generic Top-Level Domains on the Internet will explode from 22 to over 1,300

+3

Rights Protection Mechanisms

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

STAGE 01

BEFORE THE NEW DOMAINS GO LIVE

Trademark Clearinghouse

The Trademark Clearinghouse is a one-stop-solution to help protect a trademark 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

Rights Protections

- Sunrise Services**
Priority access to request domain names associated with your trademark(s)
- Trademark Claims Service**
Notification to a Rights Holder after registration, allowing for immediate action if the domain registered is infringing rights

Submit your Trademark

<http://trademark-clearinghouse.com>

STAGE 03

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

Trademark PDDRP*

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

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

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

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

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

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