Welcome

The Trademark DataBase (TMDB) Explained

Registry Operator Webinar

This Webinar will start June 3rd, 2014 - 08.00 hrs UTC

If you have questions or problems with your connection
Please contact us at
webinar@be.ibm.com
The Trademark Database (TMDB) Explained

Presenter(s) : IBM
Version : 0.8
**Introduction: Contents of this webinar**

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TMDB Overview: Supporting Sunrise and Claims Processes

As part of ICANN's gTLD program, the Trademark Clearinghouse Database (TMDB) system serves as the central database to provide information for Registries and Registrars to support Sunrise and Claims processes, which are designed to protect trademark rights in this new domain space.

The TMDB stores validated trademark information from the Trademark Clearinghouse and makes this information available in the sunrise and claims functions it implements for Registries and Registrars.

An introduction animation to the Sunrise and Claims processes is available at http://www.trademark-clearinghouse.com/

Details of the Sunrise and Claims processes can be found at http://newgtlds.icann.org/en/about/trademark-clearinghouse
The Sunrise process (Sunrise period)

Sunrise process (Sunrise period)
- Exclusive registration period for trademark holders and agents that have been successfully verified in the Clearinghouse
- Precedes the general availability of the new gTLD to the public
- Gives these trademark holders an opportunity to register their trademark domain names
- Notifies trademark holders or agents of the registration of a domain name matching a label of a registered and validated mark name in the TMDB

Details of the Sunrise process can be found at http://newgtlds.icann.org/en/about/trademark-clearinghouse
The Claims process (Claims period):

- Ensures that all Registrants who want to register a domain name matching a label corresponding to an existing validated Mark record (including registered and validated Abused Labels) are presented with a Trademark Notice.
- Notifies trademark holders or agents of the registration of a domain name matching a label (including Abused Labels) of a registered and validated Mark name in the TMDB.

Details of the Claims process can be found at http://newgtlds.icann.org/en/about/trademark-clearinghouse
TMDB Overview: TMDB services

The TMDB system offers support for the Sunrise & Claims processes and implements the following functions for Registry Operators:

Sunrise functions:
- Retrieve the SMD Revocation List
- Submit the Sunrise LORDN Files and retrieve the related LORDN Log Files

Claims functions:
- Retrieve the DNL List
- Submit the Claims LORDN Files and retrieve the related LORDN Log Files
- Retrieve CNIS files
Overview: Using the TMDB system

Steps you will have to undertake before you can use the full production functionality of the TMDB system:

• Obtain a Registration Token from ICANN
• Register in the TMDB system using the Registration Token
• Configure your connections or profile in order to use the TMDB services
• Test
• Notify IBM and ICANN of test success and get certified
• Use TMDB services in the production environment
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TMDB registration steps

In order to set up your TMDB administrator account, several steps are required:

- You will have to obtain an email from ICANN with a registration token.
- You will have to register with this token to obtain a TMDB user account and temporary password.
- After you have received a user account, you have to set your new password.

TMDB registration tokens are obtained from ICANN.

- Your final token can be obtained after having signed the Registry Agreement or 2013 Registrar Accreditation Agreement.
Registering with TMDB: Step 1: obtain your Registration token

In order to obtain a TMDB Registration Token, you must have entered into a Registry Agreement with ICANN for operation of a gTLD. As part of the onboarding with ICANN you will also have to specify the email address which will be used by the TMDB system to send your logon credentials once you start registering with the TMDB system. You will then receive an notification from ICANN with your Registration Token and some instructions.

If you have signed a Registry Agreement with ICANN and have not received a registration token, or have any other question regarding the Registration Token, contact ICANN’s Customer Support Center (CSC) at newgtld@icann.org.
Registering with TMDB: Step 2a: register with token

With your token, you can register via the TMDB home page (https://marksdb.org)
Registering with TMDB: Step 2b: register with token

When clicking on the link “Start registration as registry” on the TMDB home page a new page will open for your first time registration.

Enter the gTLD name and token you have received from ICANN

Accept the terms and conditions
Registering with TMDB: **Step 2c: register with token**

Registration Confirmation Screen
Registering with TMDB: Step 3: receive your TMDB login credentials

Upon a successful registration, an email will be sent with the following information:

- A unique user ID
- A temporary password
- The URL (link) to your login page

Dear [Name],

You have successfully completed the first part of registration process as a Registry. You now have access to the TMDB web client.

Please find below your username and temporary password:

- Username: administrator
- Password: K K K K

Please sign in at [https://marksdb.org](https://marksdb.org) and change your password within ten (10) calendar days of the date of this e-mail.

Please do not reply to this e-mail address. If you have any questions, please submit them through the ticketing system available on the Clearinghouse user interface.

We thank you for your trust.
Registering with TMDB: Step 4a: log on & change password

Once you received your username/temporary password, you can log on to the TMDB system at https://marksdb.org

Enter your username/temporary password

Sign In
UserID
Password
SIGN IN
Start registration as registrar
Start registration as registrar
I forgot my password
Registering with TMDB: **Step 4b: log on & change password**

After you have successfully logged on to the TMDB system with your temporary password, you will be asked to set a new password.
Registering with TMDB: Step 4c: log on & change password

The password policy:

• The password is case-sensitive.
• The password must be made up of at least 8 characters.
• The password must contain at least 4 alphabetic characters.
• The password must contain at least 2 non-alphabetic characters.
• Any character of the password can not be repeated more than 2 times.
• A new password can be used for a period of 91 days. After this period, the user must change it.
Registering with TMDB: Step 4d: log on & change password

Welcome screen after login.

Welcome Registry!
The Trademark Clearinghouse Database (TMDB) system serves as the central database to provide information to Registries supporting the Sunrise and Claims Services.

As a Registry, you can request SMD revocation and DNL lists from the TMDB system and you can upload LORDN files.

Before you can perform these actions, you first need to configure the required connections with the TMDB system on your profile screen.
Completing your profile pages

Steps you will have to undertake before you can use the full functionality of the TMDB system:

• Obtain a Registration Token from ICANN
• Register in the TMDB system using the Registration Token
• Configure your profile in order to use the TMDB services
• Test if your configured connections function properly
• Notify IBM and ICANN of test success and get certified
• Use TMDB services in the production environment
Completing your profile pages

To access your profile pages, login to the TMDB system and select “Profile”
Completing your profile pages: Overview

The profile pages allow the following:

1. Complete Point of Contact information
2. Complete connection settings for Production access to Sunrise and Claims services
3. Complete connection settings for Test access to Sunrise and Claims services
4. Change your TMDB administrator password (the one you used to login to the TMDB system)
Completing your profile pages: Configure contact information

Contact information may be updated using the configuration screen as follows:

- ‘Point Of Contact’ (POC) information - this is the person to be contacted regarding administrative or general issues.
- Technical Point Of Contact’ (TPOC) information - this is the person to be contacted by system maintenance or the helpdesk personnel regarding technical questions.
Completing your profile pages: Configure connection information

In order to connect to a Sunrise or Claims service, the following values are required:

- a password for each service (the same can be the same for each service)
- at least one and maximum 5 IP address for each service (these can be the same for each service)
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- Certification & certification exemption
- Additional Information
- How to get support
- Q&A
ICANN requires Registries and Registrars to go through a TMDB testing and certification process before using production functionality.

- This process is described in the ICANN “welcome package” and on the ICANN website at http://newgtlds.icann.org/en/about/trademark-clearinghouse/registries-registrars
- Only use TMDB test functions, before certification
Sunrise Testing: Download the SMD revocation list: URLs

Once the SMD revocation list test connections have been configured, they can be tested:

• A test SMD revocation list can be downloaded, as well as the corresponding signature file
• The validity of the SMD revocation list can be verified by using the signature file and the related public key that is published in the TMDB system

A test SMD revocation list can be downloaded from:
https://test.ry.marksdb.org/smdrl/smdrl-latest.csv

A test SMD revocation list signature can be downloaded from:
https://test.ry.marksdb.org/smdrl/smdrl-latest.sig
Sunrise Testing: SMD revocation list function: signature file public key URL

- The public key can be downloaded from:
  
  \[\text{https://marksdb.org/tmdb/public/pubkey}\]

- Or can be accessed via the TMDB web interface as shown on the right

- This public key can be used for validation of all downloaded TMDB files
Testing the Sunrise LORDN service: URL

Once the LORDN connections have been configured, they can be tested by uploading test LORDN files.

As a Registry, you may post a Sunrise LORDN file at the following URL:

https://test.ry.marksdb.org/test/LORDN/<TLD>/sunrise

LORDN Log Files can be retrieved using the URL provided in the HTTP location header field in the HTTP/202 return code which is issued if the interface was able to receive the LORDN file and the syntax of the LORDN file is correct.

The LORDN log files will be available within 30 minutes of the LORDN file upload. You must not attempt to retrieve more than once per minute.
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Testing Claims services: DNL list service

Once the DNL list connections have been configured. A test DNL list can be downloaded.
The validity of the DNL list can be verified by a DNL list signature and a public key available from the TMDB system.

A test DNL list can be downloaded from:

https://test.ry.marksdb.org/dnl/dnl-latest.csv

A test DNL list signature can be downloaded from:

https://test.ry.marksdb.org/dnl/dnl-latest.sig
Testing Claims services: public key

- The public key can be downloaded from:
  
  https://marksdb.org/tmdb/public/pubkey

- Or can be accessed via the TMDB web interface as shown on the right

This public key can be used for validation of all downloaded TMDB files

-----BEGIN PGP PUBLIC KEY BLOCK-----
Version: GnuPG v2.0.14 (GNU/Linux)

mgKEN8FHawggBcALUP3cScW8aovVmtkgKRXcGytnAnmKruKpacn+oKLyXG+32qGQGQ
SRJzNJHFz6OGIAmFwvwhS+S6B6Xa1LIDB5Z2FLK2I110rc0v0iJa9FwFeFbZn+25L3
L0TqQLoUFzFzLTXuXz+0s1IoNlIZ0F+ySFTs3FKWAcRXWN+oB1euIAXxuyFGC6
Cu1528cRvdV2Mn1lq1k7RC30q127yKCDdWwUUyu66YGa0NeF0JD1LQen/2JSA
mJcUXzKxe6DmPzOdetbUsymc1l-ijl-ICBozWZ2IPftHgF+3xLW/voGEn+MTa2k
mp9a+8e+59zUq2sdr5U-Ku93EEXZDXpimki9HEDBAAGOL1h1hBvcmQyvKuswBFy
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d1Y28bTJuOb/Be12qAq181FxqYdrR6iCysQYoH+x97LJd4+sKUXU2d2rQcRzRi
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Uw2yFWYF6GKxwkhS6V1kxAIku141JBD7WmDf2fiehWRAKqH6Yzqz/b/JHDDzv
qf/sm65FwXyU67GAtWvBCbly84xKSh2t08z5DrC6g0Kv65gY5yS6r1uS61d2t
+cv/y7ji3tQc1cjd+DrWmFL1-B3NdXmF2y/fFh5waj1FHDy/GhT+r59qO2cPwEcc
4l1VIV68E0P1V3x38OA8UMCBzVpOF/sPa1aJ3ThxHfRQ2uKykCDc4n5yzlq1MoGzdrCvQ
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kP6FervYEE6N3046R2z1YWw+SbJyigZAv+7cT+4F5vSvNeV0xDB8BDj3AUiZ6Kz1cqE
pDV/VHH0kyc/xzQrO2GCBG7enB9y971RsdIoqu6CPmDHgSSBIX6y2nuR0qB==
-ZA9c
-----END PGP PUBLIC KEY BLOCK-----
Testing Claims services: CNIS service

You can use the Lookup Keys contained in the DNL List to download the CNIS files.

You can download a CNIS file directly via the URL on the right using the ‘lookup key’.

Registrar can download a **CNIS file** using the ‘lookup key’:

https://test.tmcnis.org/cnis/<lookupkey>
Testing Claims services: LORDN service

Testing Claims LORDN file connections
Once the LORDN connections have been configured, they can be tested by uploading test Sunrise LORDN files.

Note that a test Claims LORDN file needs to be uploaded to a different URL as a test Sunrise LORDN file.

A test Claims LORDN file can be uploaded to:

https://test.ry.marksdb.org/LORDN/<tld>/claims
Testing Claims services: LORDN service

LORDN Syntax Check
Before a LORDN file can be processed it is checked for valid syntax:
• Header is present and complete
• Column headers are correct
• Label data matches expected data types
• Mandatory data is present
• Etc.

If the check fails, the 400 HTTP response is returned containing details about offending lines in the response body, e.g.

Invalid format, line 3
Testing Claims services: LORDN service

The results of LORDN processing are available in LORDN Log files.

LORDN Log Files can be retrieved using the URL provided in the “Location” header of HTTP/202 response issued if the interface was able to receive the LORDN file and the syntax of the LORDN file is correct, e.g.:

https://test.ry.marksdb.org/LORDN/<tld>/claims/000000000000127/result

The LORDN log files will be available within 30 minutes of the LORDN file upload. You must not attempt to retrieve the log more than once per minute.
Testing Claims services: LORDN service

LORDN Log files are simple text files that contain processing status for the entire LORDN file as well as for individual label data.

Sample LOG file content:

1,2013-09-10T08:55:02.0Z,2013-09-10T08:50:17.7Z,0000000000000013423,accepted,warnings,3

roid,result-code

CL0001-VL1,2000
CL0002-VL1,2000
CL0003-VL1,3604

Status codes:
2xxx: OK
3xxx: warnings (line processed, except in case of duplicates or in case of errors on other lines)
4xxx: errors (file is rejected)
Qualified Launch Program: Sunrise List

In support of the Qualified Launch Program (QLP) a Sunrise List can be downloaded. The same interface as used for the DNL List Service allows to download the Sunrise List.

The validity of the Sunrise List can be verified by a Sunrise List signature file and a public key available from the TMDB system.

An updated "Sunrise List" is published at 00:00:00 and 12:00:00 UTC.

A test Sunrise list can be downloaded from:
https://test.ry.marksdb.org/dnl/surl-latest.csv

A test Sunrise list signature can be downloaded from:
https://test.ry.marksdb.org/dnl/surl-latest.sig
Qualified Launch Program: LORDN QLP Interface

When QLP start and end date are defined, the Registry is allowed to upload Sunrise or Claims LORDN files using the L ORDN QLP upload interface.

From a L ORDN validation business logic perspective (section 6.3.1.1 of the TMCH Functional Specification), the QLP period is considered a mix of Sunrise and Claims period.

Registrations of domain names included in the "Sunrise list" require the use of an SMD, therefore the standard Sunrise L ORDN file must be used for generating the NORNs.

Registrations of domain names not included in the "Sunrise list", but included in the "Domain Name Label list" require the claims acknowledgement to be received, therefore the standard Claims L ORDN file must be used for generating the NORNs.
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TMDB Testing

For the Registry following certification tests must be performed:

• Download a SMD Revocation List.
• Download a DNL list.
• Upload a Sunrise LORDN file with at least three (3) domain names that have been validated using the “testing SMDs” generated by the Trademark Clearinghouse and got the result code 2000 (=OK); retrieve the related LORDN log file.
• Upload a Claims LORDN file with at least three (3) domain names that have been validated using the “testing CNIS files” and got the result code 2000 (=OK); retrieve the related LORDN log file.
ICANN Certification: Validation process

After successful testing a Service Request must be opened with the IBM Service Desk (ICANNSD@nl.ibm.com) to request certification.

- Registry:
  ✓ email IBM at ICANNSD@nl.ibm.com
  ✓ subject: Certification request
  ✓ include gTLD for which certification is requested

- IBM:
  ✓ Will verify the request within 2 working days
  ✓ Will notify the requester of the status
    • send an e-mail confirming successful test completion = certification
    • ask for repeating the tests in case of failure
  ✓ Will notify ICANN of successful test completion
  ✓ Will update and close the Service Request
ICANN certification for production: Configure production settings

• Once you have obtained ICANN certification, you can use the production environment. You will have to configure your production settings on your TMDB Profile Pages.

• More information on the testing and certification can be found on ICANN’s webpage: http://newgtlds.icann.org/en/about/trademark-clearinghouse/registries-registrars in the Process Document located in the section Registration and Platform Access Information.
Certification Exemption

• Registries/Registry Operators handling a multitude of TLDs can request Certification Exemption:

✓ Mail IBM Service Desk at ICANNNSD@nl.ibm.com
✓ Attach filled in Certification Exemption form and copies of 3 previously granted certifications

• Review of your request will be finalized within 7 working days.

The Certification Exemption process description as well as Exemption form are available on ICANN’s web site at: http://newgtlds.icann.org/en/about/trademark-clearinghouse/registries-registrars
Certification Exemption

• Certification Exemption can be requested only once

• Registry can apply Exemption to each future gTLD operated from the same infrastructure as previously certified gTLDs

• In order to apply granted Certification Exemption to a single gTLD the Registry needs to use the approved Exemption form as a template.

• Fill in section 3 of the approved Exemption form with details of specific gTLD and provide it to ICANN together with Startup Information. For each subsequent gTLD this action will be repeated.
Recertification

Conditions under which recertification may be required:

• The Registry Operator’s environment under which the original Certification or Certification Exemption was granted has or will be changed. Examples include:
  • A major change to the application code impacting the way in which the Registry Operator will communicate with the TMDB infrastructure
  • Source IP addresses have been or will be changed

• The TMDB infrastructure and/or interface has been or will be changed

• Major changes have been or will be implemented impacting the published ICANN technical specifications

A recertification can be requested by opening a Service Request with the IBM Service Desk (ICANNSD@nl.ibm.com).
Certification Exemption education

• Certification Exemption process description as well as Exemption form are available on ICANN’s web site at: http://newgtlds.icann.org/en/about/trademark-clearinghouse/registries-registrars
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Several rules for uploading a LORDN file:

• Based on the timers used by TMVs and the TMDB, the RECOMMENDED maximum frequency to upload LORDN files from the Registries to the TMDB is every 3 hours.

• It is RECOMMENDED that Registries try to upload at least two LORDN files per day to the TMDB with enough time in between, in order to have time to fix problems reported in the LORDN Log file.

• The Registry SHOULD upload a LORDN file only when the previous LORDN file has been processed by the TMDB and the related LORDN Log file has been downloaded and processed by the Registry.
Configuring Claims services: DNL list service

- Each Registry must download at least each day, and maximum two times a day (each 12 hours), an update list of labels submitted to claims.

- The URL of the interface to retrieve the latest file do not require knowledge of the file name.

- Depending on UTC time the interface should return either dnl_DDMMYYYY000000.csv or dnl_DDMMYYYY120000.csv and the corresponding .sig signature files.

- Registry must access the https URL with basic authentication (login – password).
Fees

• No Fee for Registrars

• Registry fee
  • 5000 USD
  • when the new gTLD contract is signed with ICANN

  • 0,25 USD
  • Fee per successful matching domainname registration

• Invoicing is done by ICANN
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Supporting Material

The draft TMCH functional specification
http://tools.ietf.org/html/draft-lozano-tmch-func-spec-09

ICANN TMDB webpages with:
- TMDB manuals
- FAQs
- explanation of SMD files
- details about the TMDB registration process
- ...
http://newgtlds.icann.org/en/about/trademark-clearinghouse/scsvcs

The TMDB webinar announcements & recordings:
http://newgtlds.icann.org/en/announcements-and-media/webinars
Help resources: Getting Help

For technical queries without answer in the published resources Contact IBM Service Desk as follows:

• By phone:
  + 32 2 711 8604
  + 48 7 1760 8509
• By mail: ICANNSD@nl.ibm.com
Questions?