

# Brand Management in the Age of New gTLDs

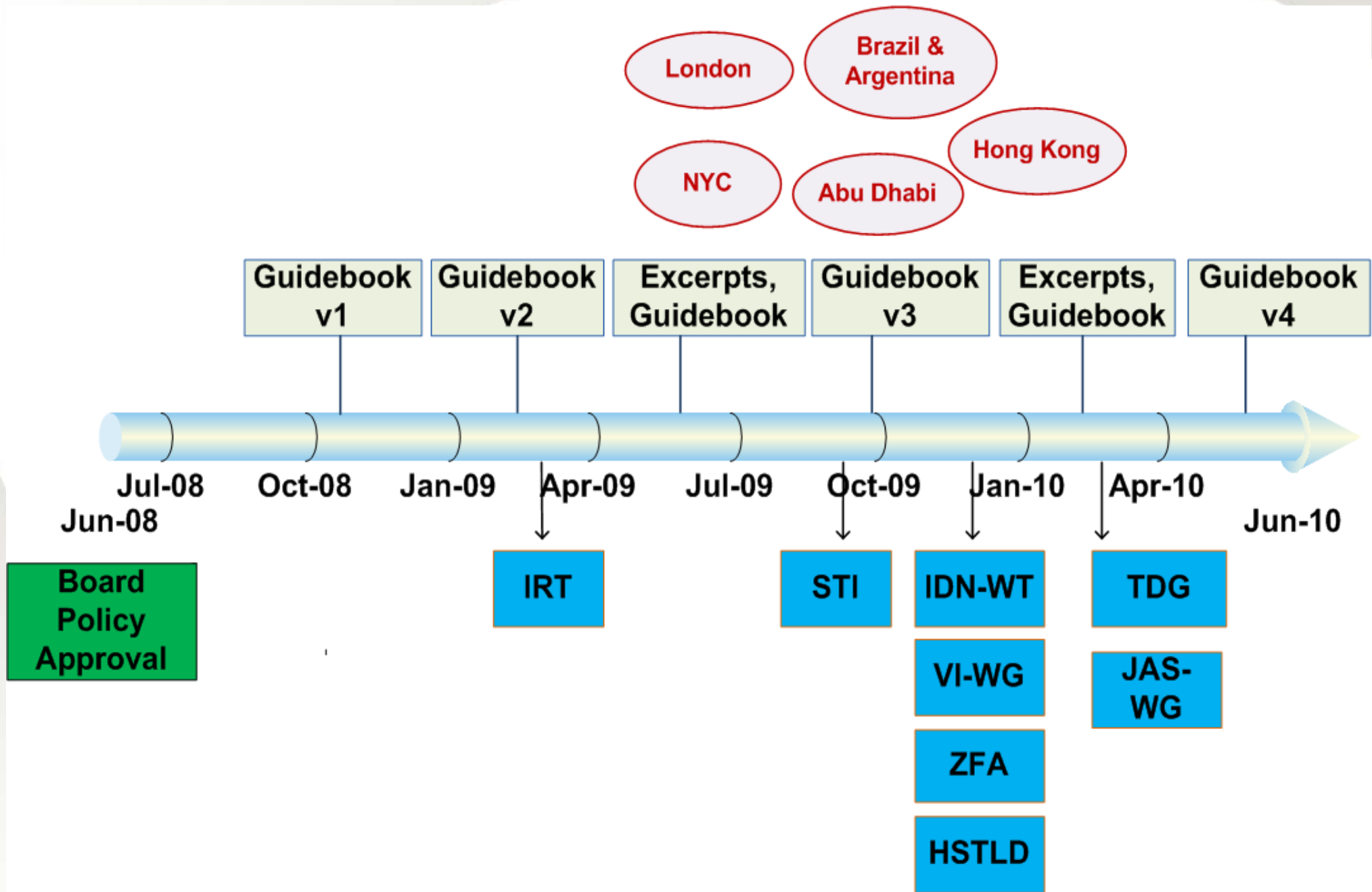
June 23, 2010



# Session Objective

What brand protection and management measures entities need to consider before, during, and after the launch of the New gTLD program?

# Global Community Collaboration



# Generic Names IP Protections

	Current gTLD Names	Future gTLD Names
Top Level (e.g. .name)	<ul style="list-style-type: none"><li>• Declared RPM</li></ul>	<ul style="list-style-type: none"><li>• Declared RPM</li><li>• Legal rights objection</li><li>• Post-delegation dispute (PDDRP)</li><li>• Enhanced vetting of applicants</li></ul>
Second Level (e.g. myco.name)	<ul style="list-style-type: none"><li>• UDRP</li><li>• Various RPM policies</li><li>• Thick and Thin Whois</li></ul>	<ul style="list-style-type: none"><li>• UDRP</li><li>• Required/standardized processes:<ul style="list-style-type: none"><li>○ URS</li><li>○ TM Clearinghouse (claims or sunrise)</li><li>○ PDDRP</li><li>○ Thick Whois only</li></ul></li></ul>

# Panelists

- Moderator - Nick Wood, *Managing Director*, Com Laude
- Caroline Perriard - *Brand Intellectual Property Counsel*, Nestle
- Charlotte Walters - Legal Advisor, Orange Group
- David Taylor - *Partner*, Hogan Lovells International LLP
- Debra Hughes - *Senior Counsel*, American Red Cross
- Kristina Rosette - *Special Counsel*, Covington & Burling
- Richard Waterhouse - *Chief Executive*, RIBA Enterprises (Royal Institute of British Architects)
- Susan Payne - *Brand Protection Manager*, BBC Worldwide

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March 16, 2010  
Canon Inc.

## Canon to begin acquisition of the ".canon" Top-Level Domain name

# .canon

TOKYO, March 16, 2010—Canon Inc. announced today that it will begin the acquisition process for the top-level domain name ".canon," based on the new generic Top Level Domain (gTLD) registration system.

# The benefits Canon perceive

- “We feel it will enable us to consistently provide **high reliability and high quality** - the expression of our brand quality - within the world of online communications”
- “Utilising web addresses such as **product name.canon**, **servicename.canon** and **specific-message.canon** which do not require additional characters such as .com, .net or country specific two character codes would enable us to convey our brand in a straightforward fashion...This would support the effective deployment and utilisation of cross-media marketing”
- “Customers will arrive at their intended destinations without having to rely on the use of a search engine”

Source: Interview with unnamed Canon spokesperson, Managing Intellectual Property Magazine interview, March 2010

# .canon

“We feel that a new gTLD will play an indispensable role amid the major changes to occur in brand communications”

To what extent do you agree with Canon?



# The age of the new gTLDs

- What are the **key messages** to communicate to your organisations about the new gTLD programme?
- How do you prepare for the **launch of the new gTLDs**? What must you consider if you are applying in the first round? Why might you delay?
- Once application is open but **before character strings are approved**, how do you manage the interests of a brand?
- What will be the impact of the new gTLDs on the day-to-day business of brand protection & management in the months and years **after go live**?

Thank you

# Questions

Questions

