



	Top Level (example.YOURNAME)	Second Level (YOURNAME.example)
<i>If I want to obtain a name...</i>	A rights holder may choose to apply for a new top-level domain, to support business or other activities online. Operating a top-level domain is an investment and entails a number of significant responsibilities. A decision to submit a gTLD application should be considered carefully.	A rights holder may choose to register domain names in new gTLDs once they launch. A “sunrise” period is required for each new gTLD, providing an early opportunity for eligible rights holders to obtain desired domain names in that gTLD before it opens to general registration. Eligible rights holders may also register available domain names on an ongoing basis.
<i>If someone else is infringing upon my rights...</i>	If a rights holder believes that a gTLD application infringes its legal rights, it may choose to file a formal objection to the application. The objection and the applicant's response will be reviewed by an expert panel. If the panel's determination is in favor of the objector, this typically means that that application will not proceed. The availability of the objection process does not prevent a rights holder from taking independent action in courts or otherwise.	Rights holders have a number of options in cases where there is a concern about infringement: <ul style="list-style-type: none"> a) Filing a <i>URS complaint</i> may be appropriate where the infringement is clear and an expedited suspension of the relevant domain names is desired. b) Filing a <i>UDRP complaint</i> may be appropriate where transfer of the relevant domain names is desired. c) Filing a <i>PDDRP complaint</i> may be appropriate when it is believed that the registry (i.e., operator of the TLD) is causing the infringing activity.

How to Stay Informed		
<i>During the application period</i>	<i>As new gTLDs open for registration</i>	<i>Ongoing</i>
Information on the applications received will be posted on the ICANN website, so you can see who has applied for what TLDs. Throughout the evaluation process, you can also track the progress of applications.	As new gTLD registries launch, each is required to provide a Trademark Claims service. You can participate in the Trademark Claims service by registering your rights data in the Trademark Clearinghouse, an entity to be established as a central repository for rights information used in the domain name registration process. During the startup period, when domain names are registered that match marks in the Clearinghouse, a notice is sent to the relevant rights holders.	Each new gTLD registry is required to provide a “Whois” service for names registered in the TLD. A public lookup service, the Whois database can be used by rights holders, law enforcement, and others to address problems with a registration.

New gTLDs: Improving Rights Protection Mechanisms (RPMs)

ICANN's new gTLD program provides trademark holders with significantly more RPMs than those available in existing generic Top-Level Domains (gTLDs) such as .COM, .NET, and .BIZ.

ICANN's policy requires that new gTLDs “must not infringe the existing legal rights of others.” Through the six years of development, there has been active, intensive community participation and input into all aspects of the new gTLD program, including the Rights Protection Mechanisms (RPMs). This process featured detailed and lengthy consultations with the many constituencies of ICANN's global Internet community, and included 40 online public comment fora and numerous public meetings to seek advice and feedback.

In 2009, ICANN formed the Implementation Recommendation Team (IRT), including 18 intellectual property attorneys expert in protection of rights in the Domain Name System. The IRT recommended improvements to existing RPMs and new mandatory RPMs for new gTLDs. Additional advice from governments received through ICANN's Governmental Advisory Committee (GAC) resulted in enhancements to the IRT-developed RPMs. Recent face-to-face consultations between the ICANN Board and the GAC, as well as further consultations with IP stakeholders, have resulted in a Board-approved set of RPMs even stronger than those originally proposed by the IRT. These RPMs will reduce burdens on trademark holders, and will provide effective prevention and a swift enforcement mechanism to protect rights.

Rights Protection Mechanism Glossary

PDDRP (Post-Delegation Dispute Resolution Procedure): Provides trademark holders opportunity to seek redress from new gTLD registry operators exhibiting a bad faith intent to profit from the systemic registration of infringing domain names. Remedies vary and may include termination.

Trademark Clearinghouse: A repository for trademark data supporting rights-protection services offered by new gTLD registries. As a central source for collection and validation of data, the Clearinghouse will introduce efficiencies for trademark holders by eliminating the need to submit and validate trademark data as each new gTLD launches.

Sunrise: A pre-launch phase providing mark holders the opportunity to register domain names in a TLD before registration is generally available to the public. Mandatory in all new gTLDs.

Trademark Claims: Generates real-time notice to someone attempting to register a domain name if it matches a trademark in the Clearinghouse. Also notifies trademark holders when domain names are registered that match marks in the Clearinghouse. Mandatory in all new gTLDs.

UDRP (Uniform Domain Name Dispute Resolution Policy): Independent administrative proceeding to resolve disputes over alleged abusive domain name registrations. Will continue to be available as alternative to court for trademark holders to pursue cases of cybersquatting. Mandatory in all gTLDs.

URS (Uniform Rapid Suspension System): Provides trademark holders with a rapid and efficient mechanism to “take down” undeniably infringing domain names. A successful proceeding will result in suspension of the domain name. Compliance with results mandatory for all new gTLD operators.

“Thick” Whois: Whois records are publicly available and contain information concerning registered domain names, including identification of the registered name holders. A “thick” Whois model provides more information at the TLD level and makes it easier for trademark holders to locate potential infringers. A “thick” Whois model will be mandatory in all new gTLDs.