• TMCH Stats
• Marketing Toolkit for Sunrise Launches
STATS:

- 31,006 marks in the Clearinghouse
- 51,358 unique Notifications (Claims + Ongoing)
- 19,248 unique Sunrise Notifications ~= Registrations for 153 Sunrises

<table>
<thead>
<tr>
<th>sunrise notifications per TLD</th>
<th>19,248</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 sunrise notification</td>
<td>1%</td>
</tr>
<tr>
<td>2-5 sunrise notifications</td>
<td>3%</td>
</tr>
<tr>
<td>5-20 sunrise notifications</td>
<td>2%</td>
</tr>
<tr>
<td>20-100 sunrise notifications</td>
<td>55%</td>
</tr>
<tr>
<td>101-200 sunrise notifications</td>
<td>25%</td>
</tr>
<tr>
<td>201-300 sunrise notifications</td>
<td>4%</td>
</tr>
<tr>
<td>301-400 sunrise notifications</td>
<td>4%</td>
</tr>
<tr>
<td>401-500 sunrise notifications</td>
<td>6%</td>
</tr>
<tr>
<td>500+ sunrise notifications</td>
<td>1%</td>
</tr>
</tbody>
</table>
• 31.006 marks in the Clearinghouse
• 59.770 labels in the Clearinghouse
• Of which 5.253 unique labels triggered a Sunrise Notification

**sunrise notifications per label**

- 1 sunrise notification 49,32%
- 2-5 sunrise notifications 35,45%
- 5-20 sunrise notifications 12,85%
- 20-100 sunrise notifications 2,21%
- 101-200 sunrise notifications 0,17%

• **Brand owners are not mass-registering defensively**
Marketing Toolkit for Registries

- Inclusion in Sunrise Calendar
- Bannering on Sunrise Calendar (update 30-06-2014)
- Bannering on Homepage
- Dedicated webinar to TMCH agents and Holders
- Sunrise Agent Page
- Customized marketing materials and videos
- Fast-track Validation
dot London gives first priority to Trademarks

Trademark Holders get first priority in registration in .LONDON; this period is called the Sunrise Period and is NOW open for registrations until 31 July 2014. To benefit from this exclusive period your trademark information must first be verified before the domain registration can be completed.

These registrars are both official Trademark Clearinghouse Agent and ICANN accredited Registrar; they offer you a one-stop-solution in a single step process.
Learnings

**1. Share your marketing plan**

- what's your strategy
- who's your core market
- forward us your tool-kit

**2. Keep it Straightforward**

- don’t over-complify launchplan (phases & pricing)
- communication: TRADEMARKS instead of SUNRISE PERIOD
  link to Sunrise Agent Page
Let’s talk

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