

NTAG

TMCH

- 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

sunrise notifications per TLD **19.248**

1 sunrise notification	1%
2-5 sunrise notifications	3%
5-20 sunrise notifications	2%
20-100 sunrise notifications	55%
101-200 sunrise notifications	25%
201-300 sunrise notifications	4%
301-400 sunrise notifications	4%
401-500 sunrise notifications	6%
500+ sunrise notifications	1%

STATS:

- 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

Trademark priority in .VEGAS

• VEGAS

.MOSCOW priority for trademarks



.GLOBAL priority for trademarks

• GLOBAL

dot London gives first priority to Trademarks

• LONDON

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.



More information on the Trademark Clearinghouse.



Trademark Clearinghouse Services



our domain is domains™

REGISTER WITH SMD FILE

Register with SMD file

Click here if you are already verified by the Clearinghouse

DOMAINREGISTRY.DE



BB-Online.com



entorno.es

UPCOMING SUNRISES

OPEN SUNRISES

ENDING SUNRISES

UPDATED LAST 7
DAYSGENERAL
AVAILABILITYFULL
CALENDAR

SEARCH TLD NAME, INFO, REGISTRYNAME

AFTER SUNRISE OPEN DATE

E.g., 23/06/2014

BEFORE SUNRISE CLOSED DATE

E.g., 23/06/2014

FILTER

2014 - July

WAITING SUNRISE LAUNCH

.blackSunrise starts:
Tue, 22 July '14

WAITING SUNRISE LAUNCH

.hivSunrise starts:
Mon, 21 July '14

WAITING SUNRISE LAUNCH

.saarlandSunrise starts:
Thu, 17 July '14

WAITING SUNRISE LAUNCH

.hamburgSunrise starts:
Mon, 14 July '14

WAITING SUNRISE LAUNCH

.pressSunrise starts:
Tue, 24 June '14

WAITING SUNRISE LAUNCH

.claimsSunrise starts:
Tue, 24 June '14

WAITING SUNRISE LAUNCH

.websiteSunrise starts:
Tue, 24 June '14

WAITING SUNRISE LAUNCH

.beerSunrise starts:
Mon, 23 June '14

WAITING SUNRISE LAUNCH

.luxe

WAITING SUNRISE LAUNCH

.creditcard

SUNRISE PERIOD OPEN

.公司
(company)

SUNRISE PERIOD OPEN

.网络
(network)

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-complicate launchplan (phases & pricing)
- communication: *TRADEMARKS* instead of *SUNRISE PERIOD*
link to Sunrise Agent Page

Let's talk

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