Agenda

• Introduction (10)
• Panel & Interactive Discussion (50)
  o Trademark Clearinghouse
  o Sunrise Period
  o Trademark Claims Service
  o Uniform Rapid Suspension
• Other Feedback / Q&A (15)
Introduction
Panelists

• Anthony Beltran
  Chief Operating and Financial Officer, 101Domain, Inc.

• Vicky Folens
  Senior Manager, IP & Internet Services & Strategy, Deloitte Bedrijfsrevisoren

• Statton Hammock
  VP, Business & Legal Affairs, Rightside

• Susan Payne
  Head of Legal Policy, Valideus
Rights Protections in New gTLD Program

Trademark Clearinghouse

Sunrise & TM Claims

Uniform Rapid Suspension

Complement to UDRP

Post-Delegation Dispute Resolution Procedure

PDDRP

TLD Launch

Specific names

Patterns of activity

#ICANN51
Verified Trademarks Submitted into the Clearinghouse

*March 2013 - July 2014*

Total = 27,761

Source: Deloitte Monthly Trademark Activity Reports

#ICANN51
Sunrise Periods

<table>
<thead>
<tr>
<th>Through 9 Oct 14</th>
<th>Sunrise periods completed: 269</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sunrise periods in process: 35</td>
</tr>
<tr>
<td></td>
<td>Highest reported Sunrise total: 713</td>
</tr>
<tr>
<td></td>
<td>Average Sunrise transactions per TLD: 118 (based on 228 TLDs)</td>
</tr>
</tbody>
</table>
## Trademark Claims

<table>
<thead>
<tr>
<th>Period</th>
<th>Claims periods completed</th>
<th>Claims periods in process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through 9 Oct 14</td>
<td>162</td>
<td>97</td>
</tr>
<tr>
<td>Through July 2014</td>
<td>6,361,411</td>
<td>60,735</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Average Claims transactions per TLD: 299 (based on 228 TLDs)</td>
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</tbody>
</table>
Uniform Rapid Suspension (URS)

Estimates only: Differences vs. UDRP based on 145 URS cases

<table>
<thead>
<tr>
<th></th>
<th>Total Days</th>
<th>Fees (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>URS</strong></td>
<td>2050</td>
<td>54,375</td>
</tr>
<tr>
<td><strong>UDRP</strong></td>
<td>8700</td>
<td>217,500</td>
</tr>
</tbody>
</table>
The Trademark Clearinghouse
The Trademark Clearinghouse

Topics covered in review:

- Trademark verification process
- Trademark Clearinghouse guidelines
- Proof of use
- Misuse of data
- Matching rules
- Outreach & communications
Trademark Clearinghouse Discussion

Rights Holders:

• What was your experience in submitting marks into the Clearinghouse?
• Were the challenges, if any, with submitting marks into the Clearinghouse?
• Are there any additional processes or features that you would like to see implemented?
• Were any issues identified relating to misuse of Clearinghouse data?

TMCH:

• What types of questions did you hear from rights holders about the Trademark Clearinghouse processes?
Sunrise Period
Sunrise Period

Topics covered in the review:

- Statistical analysis on TLD sunrises
- Limited Registration Periods
- Approved Launch Program & Qualified Launch Program
- Sunrise Dispute Resolution Policies
- Reserved names
Sunrise Period Discussion

• Rights Holders:
  o What was your experience in registering names during the Sunrise period?
  o What factors did you take into account in choosing TLDs in which to pursue Sunrise registrations?
  o What information sources were most useful in planning for and assisting you with the domain name registration process?

• Registries:
  o What patterns did you observe during the Sunrise period?
  o How often was the Sunrise Dispute Resolution Policy used to resolve disputes?

• Registrars:
  o What types of questions did customers have regarding the Sunrise registration process?
Trademark Claims Service
Trademark Claims Service

Topics covered in the review:

- Statistical analysis on Claims notices and transactions
- Addition of previously abused labels based on UDRP/court proceedings
- Ongoing notification service via TMCH
- Extended Claims services offered by registries
Trademark Claims Discussion

• Registrars:
  o What types of questions did customers have related to the Claims notice?
  o What was your perception of how the Claims notice was received by registrants?

• Rights Holders:
  o Did receiving a timely Notice of Registered Name help you decide what steps to take next?
  o How could the Claims service be improved?
  o Are there other pieces of information that should be included in these notices?
Uniform Rapid Suspension
Uniform Rapid Suspension (URS)

Topics covered in the review:

- Case data
- Costs and resolution time
- Implementation questions across providers
URS Discussion

• What was your experience in using the URS?
• Did the URS effectively meet its goal of being quick and inexpensive?
• Is the URS appropriately balanced to consider trademark rights as well as factors of registrant use?
• What factors might make the URS process more effective?
Additional Discussion

• What data or statistics do you suggest would be most helpful to inform the analysis?
• What topics do you consider most important to address in the RPM reviews?
GDD + Related Sessions

Wednesday, 15 October
- DNS Risk Framework
- GDD Service Delivery, Customer Service & Service Level Agreements
- Universal Acceptance

Thursday, 16 October
- DNSSEC Key Rollover Workshop
- Thick WHOIS Implementation (Working Session)
- Deploying the IETF’s WHOIS Replacement
Engage with ICANN on Web & Social Media

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