Domain Name Services Rights Protection Mechanism (MVS)
Why MVS?

Direct word matches for a Registered Trademarks

Lack of Awareness and outreach in Africa

TMCH

CLEARINGHOUSE
Launch Process
Sunrise Prioritisation Matrix for Priority Naming Rights
Special Launch Program (4.5.2)

Priority Ranking 1
- African Registered Trademarks
  - African Court Validated
  - Treaty or Statute Marks

Priority Ranking 2
- Other Registered Trademarks
  - Other Court Validated

Priority Ranking 3
- Unregistered Marks in Africa

Priority Ranking 4
- Unregistered Marks out of Africa

Priority Ranking >4
- Generic and Premium Names

Contention Sets within the Same Priority Ranking will beResolved by Auction
IETF : tan-epp-launchphase

• EPP extension mapping for the provisioning and management of domain name registrations and applications during the launch of a domain name registry.
• Modification submitted to include a specific validatorID attribute for claims and codeMarks. The validatorID indicates which Clearinghouse the notice originated from (TMCH or MVS)
• Convenient gitHub repository
• Changes published in version 12 of the draft

**IETF: lozano-tmch-smd**

- Describes the format of a mark and a digitally signed mark, referred to as a signed mark and the Signed Mark Data (SMD).
- Request to include the validatorID in the mark object itself to indicate from where the mark originated.
- Request to include an 'unregistered' mark section in conjunction with 'trademark', 'treatyOrStatute', and 'court'.
- No feedback or response to date.
- No access to the RFC source documents.
Additional MVS Features

• List of Updated Domain Names (LOUDN)
  Notices to Mark Holders/Agent of Registrant changes
  Follow LORDN Process described in lozano-tmch-func-spec

• Out of band claims notices.

• Moderated domains.
Questions?

Thank you
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