



WHY YOU SHOULD SUBMIT YOUR TRADEMARK RECORDS TO THE TRADEMARK CLEARINGHOUSE

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While the world currently has just a few domain name generic types such as .com, and .org for email and web addresses, nearly 2,000 applications were filed to create new generic types of domain names, such as .corp, .inc, .ltd, .med, .mobile, .shop, .store, .site, .web, etc. This may create new opportunities and choices for many trade-mark holders, but it is also bound to create more competition and significant risks for them.

Your organization may think that it already has the domain names it needs to operate online and that it does not need to consider registering domain names among those new types. Admittedly, this expansion is not expected to affect the way the Internet operates. However, it has the potential of changing the way information is found or creating new options for online presence of businesses.

Therefore, a competitive advantage may be lost by organizations that do not monitor third-party registrations of domain names that match their own trademarks. Historically, some businesses have missed the opportunity to secure their preferred choice of username, page name or vanity URL in ubiquitous social networks and media such as Facebook and Twitter.

The most important mechanism for existing trademarks in this expansion of the domain name space is the Trademark Clearinghouse. It may be advisable to record your registered trademarks, or some of them, with the Trademark Clearinghouse (designated by ICANN; <http://trademark-clearinghouse.com/>) if your organization would like:

1. to have priority over the general public (including speculators and cybersquatters) to register corresponding domain names for anyone of the several hundred new generic types of domain names that are planned to be launched over the next few months and years; and/or
2. to send warning notices through the Trademark Clearinghouse to domain name applicants when they attempt to register domain names that

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match one of your trademarks and that notifications for any such domain name registration be sent to you.

Identification of your organization's registered trademarks to be recorded with the Trademark Clearinghouse and of the domain names that should be registered requires an evaluation of various factors, including the nature of the trademarks, their respective degrees of importance for your organization, the likelihood that they could be registered as domain names by others and the inconveniences that registrations by others may represent for your organization.

A database of all applications for new generic types of domain names is available at <https://gtldresult.icann.org/application-result/applicationstatus> and a list of the new generic types that have already been entered into the Internet's Root Zone is available at <http://newgtlds.icann.org/en/program-status/delegated-strings>

For more information on this subject, read this article on a "New Era for Domain Names" at <http://newsletter.robic.ca/nouvelle.aspx?lg=FR&id=193>.



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