

## **Protect Your Trademarks: More than 1.000 New Extensions are set to start from 2013 onwards**

The new domain extension (gTLD) era will see the addition of up to 1,398 new extensions to the market and marks an unprecedented evolution in the domain industry. This impressive development will bring tightly focused and self-descriptive extensions to the domain landscape: including the likes of Cartier.Paris, Mercedes.Car, Allianz.Insurance or Adidas.Sport. And, whilst more extensions will increase competition and consumer choice, it will also introduce higher susceptibility to trademark infringements online. In short: eBrand Services predict nearly all of our brand clients will register their important trademarks with at least two or three of the new extensions.

To help brand owners protect their brands and their intellectual property rights, ICANN has designed a single, world wide database of authenticated registered trademarks called "**Trademark Clearinghouse**". This central and standardized tool will minimize overall domain registration and protection costs for brand owners.

The Trademark Clearinghouse has announced that it will be open to accept the validation of trademarks as early as end of Q1 2013.

Recording with the Trademark Clearinghouse will be critical to the protection of your brand and is strongly recommended for the following 3 reasons:

- **Priority right to domains** To participate in the registration phase reserved for trademark owners (also called Sunrise period) of any of the new extensions, your trademark must be recorded in the Trademark Clearinghouse. Without Trademark Clearinghouse recording, you will not be authorised to apply for a domain name during this phase, even if you own the applicable trademark.
- **New GTLD notification:** You will receive a pre-notification, prior to any new gTLD launch. Given that launch dates are not known yet and that requirements per new TLD are not finalized, this will remove the burden of monitoring the release dates yourself. Manually monitoring these potential +1000 gTLDs launches, at a possible rate of 85 launches per month, could become an insurmountable task.
- **Trademark claims service:** Via this service you will be notified when a domain name which matches your trademark string is registered under any of the new gTLDs. This claim service is offered to Trademark Clearinghouse users, for a minimum of 60 days after the sunrise period for all new gTLDs coming.

At eBrand Services, our team of experts will provide you the tools and personal support to protect your brands online and successfully record your trademarks in the Trademark Clearinghouse.

For any questions, please contact your eBrand Services account manager, or mail us your questions at: [newgtlds@ebrandservices.com](mailto:newgtlds@ebrandservices.com)

## About Trademark Clearinghouse (TMCH)

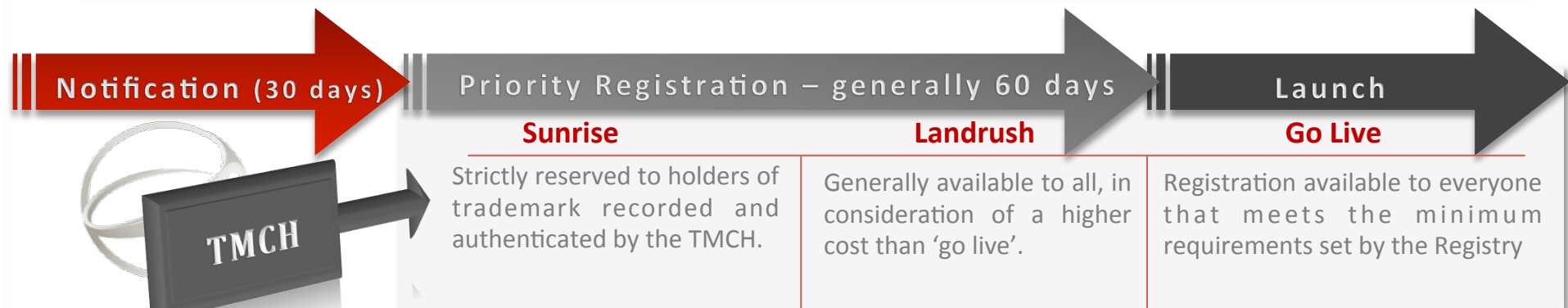
Over 1000+ new Internet extensions are expected to be released starting from Q3 2013, at a forecasted rate of 85 launches per month.

To help brand owners protect their brands and their intellectual property rights, ICANN has designed a single, worldwide database of authenticated trademarks called "Trademark Clearinghouse" (TMCH).

## Why participate in the Trademark Clearinghouse?

To participate in any Sunrise phase, your trademarks must be authenticated and recorded with the Trademark Clearinghouse. Furthermore, recording your trademark will allow you to be instantly notified when a 3rd party registers a domain matching your trademark. In short, the TMCH will provide the following core functionalities:

- 1) **Priority right to domains:** every new gTLD Registry is contractually bound to grant trademark owners a priority right (Sunrise). However only trademarks recorded with the TMCH will make you eligible to domain registrations on a priority basis.
- 2) **New gTLD Notification:** whenever a new gTLD is scheduled, you will be given prior notice to the commencement of the "Sunrise period" and the applicable requirements.
- 3) **Trademark Claims Service:** during and for (at least) 60 days after the opening to the general public, owner of trademarks recorded with the TMCH will be notified when a third party registers a domain matching their trademark.



### Trademark Clearinghouse Details

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- “The Clearinghouse will accept, authenticate, and verify any registered trademarks, marks protected by statute, treaty, or court validated marks as well as any other marks that constitute Intellectual Property (IP) rights in accordance with the registry's policies.”
- Once recorded in the TMCH, all trademarks are included in the claims service and pre-notification. Provision of acceptable proof of use will allow participation during Sunrise.

### Our offer

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- Assistance in submission to the Trademark Clearinghouse provided by IP specialists including compilation of data and proof of use.
- Collection and management of “sunrise codes” for future domain registrations.
- Payment via eBrand Services, integrated in the eBrand Services billing process.
- eBrand Services will serve as your agent, coordinate future launches according to your domain strategy, consult on claims notifications, and ensure renewals of trademarks in the Clearinghouse.
- Real time status overview (exportable) on submissions, updates and renewals using our proprietary Processing Platform for the Trademark Clearinghouse.

### Price:

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- For **1** year: **250,- €**
- For **3** years: **660,- €**
- For **5** years: **990,- €**

## Contact

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## Our Trademark Clearinghouse Tool

Our Real Time Processing Platform for the Trademark Clearinghouse\*:

- ☑ Real time status overview on submissions, updates and renewals
- ☑ Processing Wizard showing status of data completeness
- ☑ Look-up Function, Filter and Sorting-Function
- ☑ Exportable reports for internal use



The screenshot displays the 'Mark List' interface. At the top right, a user profile for 'Reseller eBrand Services' is shown with '256 credits left' and buttons for 'My profile', 'My reports', and 'My clients'. A 'Logout' button is also present. The main header includes 'eBrand Services', 'Add Mark', and 'Import/Export Marks' buttons, along with a search bar for 'Keyword'. Below the header, the table is sorted by 'Status' and filtered by 'No filter'. The table contains the following data:

TRADEMARK	CLIENT	PROGRESS	STATUS	ACTION	EXPIRATION DATE (DD/MM/YY)
<input type="checkbox"/> Audi	Volkswagen AG	<div style="width: 100%; background-color: green;"></div>	Submitted		14/04/2014 <span>Extend</span>
<input type="checkbox"/> Volkswagen	Volkswagen AG	<div style="width: 100%; background-color: gray;"></div>	Approved	<span>Unlock</span>	
<input type="checkbox"/> Bugatti	Volkswagen AG	<div style="width: 75%; background-color: orange;"></div>	Incomplete		
<input type="checkbox"/> Seat	Volkswagen AG	<div style="width: 75%; background-color: orange;"></div>	Incomplete		
<input type="checkbox"/> Beetle	Volkswagen USA	<div style="width: 75%; background-color: orange;"></div>	Incomplete		

Below the table, there is an action menu with '- Choose an action -' and an 'Execute' button. At the bottom left, there are links for 'contact', 'support', 'terms & conditions', 'about us', and 'FAQ'.

\*Submitted to additions / changes