



lexsynergy
our domain is domains™

new gTLDs

➔ NEW gTLDs

The adoption of the new gTLD program will result in the launch of approximately 1,900 new gTLDs over the next few years. Each new gTLD, that will be open for registration to the general public, will launch with a Sunrise Period. The Sunrise Period will allow trademark owners to secure domain names, matching their registered trademarks, before the TLD is made available to the general public.

➔ TRADEMARK CLEARINGHOUSE

The Clearinghouse will act as a central repository to authenticate, store and disseminate information relating to the rights of trademark owners. To qualify for the Sunrise Period trademark owners will have to validate their trademarks with the Clearinghouse.

The Clearinghouse will require a registered trademark with supporting documentation such as a trademark certificate and/or similar documents such as renewal certificates, assignment documents, declarations and proof of use.

A trademark can be registered with the Clearinghouse for 1, 3 or 5 years. A trademark owner will be able to record domain name variations of its trademark with the Clearinghouse. Example: The trademark ABC's BANK could include the domain name variations abcbank.tld , abc-bank.tld and abc-s-bank.tld.

Trademark owners will, for a certain period, be notified when a domain name is registered that is identical to their mark recorded at the Clearinghouse.

➔ CLEARINGHOUSE COSTS

1 year validation - £120 (\$204 / €144 / R1800)

3 year validation - £350 (\$595 / €420 / R5250)

5 year validation - £529 (\$899 / €635 / R7935)

The validation period will commence when the first TLD is launched. After the expiry of the validation period the trademark owner will have to re-submit its trademark to the Clearinghouse. The cost excludes the Sunrise Period domain name application fee that the respective registry will charge during that period.

➔ LAUNCH DATES

The vast number of TLDs and different launch dates makes it a difficult task to keep track of each Sunrise Period launch. Losing out in a Sunrise Period could be disastrous, for a trademark owner, as the domain name could later be registered by a squatter or third party with a legitimate right to the domain name. Recovering such a domain name would require legal action that would far exceed the costs of securing the domain name during the Sunrise Period.

➔ LEXSYNERGY NEW gTLD SERVICE

Lexsynergy's New gTLD Service provides the online tools necessary to develop a clear and concise new gTLD domain name strategy (suggesting which domain to register and when), including submitting trademarks to the Clearinghouse and processing Sunrise applications.

There are useful features such as a trademark management tool, allowing the user to upload trademark information and supporting documentation, which once verified by Lexsynergy's brand protection team, will be submitted to the Clearinghouse. The trade mark information will then be used to formulate a domain name strategy report that lists the recommended TLD Sunrise Periods that the trademark owner should participate in.

The report is an editable document evolving as the new gTLD program takes shape. Users will be given access to amend and customize the report, which can be downloaded in pdf and emailed to designated recipients. This service tracks each TLD Sunrise Period launch and notifies the user in advance so preparations can be made to submit applications in a streamlined and coordinated fashion. Users have access to each TLD application so they can read up on pertinent information relating to a specific TLD.

➔ SUNRISE APPLICATIONS

The new gTLD strategy report will be used by Lexsynergy to process Sunrise applications on behalf of the trademark owner. The report will also be updated regularly as each Sunrise Period launch is announced.

➔ DEMONSTRATION

This service is a one-stop-shop for trademark owners who want to protect their brands within the new gTLDs.

Contact our brand protection team for a free consultation and demonstration of this service.

➔ ABOUT LEXSYNERGY

Lexsynergy specializes in global domain name management and online brand protection.

Lexsynergy offers a range of corporate domain name services, including domain name registration, auditing, monitoring and recovery, allowing our clients to efficiently and cost-effectively manage and protect their online trademarks. As a leading global domain name registrar specializing in complex markets, we tailor our services to our clients' needs and market environment and provide a centralized point from which they can manage and protect their worldwide domain name portfolio with access to over 400 TLDs.

DISCLAIMER

This report set outs the various TLDs that may be launched but cannot guarantee that this will happen. Dates, information and pricing in this report are subject to change from time to time without prior notice.

TRADEMARK INFORMATION UPLOADED TO LEXSYNERGY.COM



LEXSYNERGY VERIFIES TRADEMARK INFORMATION



PREPARE DOMAIN SUNRISE STRATEGY REPORT



LEXSYNERGY SUBMITS TRADEMARKS TO THE CLEARINGHOUSE



LEXSYNERGY NOTIFIES CLIENT OF SUNRISE PERIOD LAUNCHES



LEXSYNERGY SUBMITS SUNRISE REGISTRATION APPLICATIONS



LEXSYNERGY MONITORS THE USE OF MARK WITHIN NEW GTLDS