

NO
MATTER
WHAT DOT
YOU'VE
GOT WE
MANAGE
THE LOT

New gTLDs



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lexsynergy
our domain is domains™

NEW gTLDs (Domain Name Extensions)

Approximately 750 new gTLDs will launch over the next few years. The impact of this will be immense. It is not overstating to say that the launch will transform the Internet as we know it.

For businesses that understand the process, the developments are an opportunity to sharpen their Internet profile and define their products/activities in the online world, as well as to expand their Intellectual Property portfolio. For businesses that do not obtain the right advice, the changes significantly increase their vulnerability to cybersquatting and brand dilution.

It is crucial that businesses understand precisely how and when to secure domain names that are important to them. Acting with speed and confidence is imperative. Companies slow off the mark are likely to find valuable domain names either being registered legitimately by others or being held to ransom by third parties looking to profit from the registration.

The process of registering new gTLDs may seem complex and potentially intimidating, particularly given the vast number of new gTLDs, with deadlines that are hard to juggle and easy to miss. Our online tools and strategic advice will guide you through the process and turn what could otherwise be a hectic scramble into a streamlined and orderly procedure.

Broad overview of the launch process of each new gtld:

The launch of each new gTLD is usually divided into 3 phases: Sunrise, Landrush and General Availability.

Companies that are serious about securing a particular domain name in a new gTLD need register it right at the start: at the opening of the Sunrise Period. The registration cost at this stage may be higher than in the later periods, but are lower than the fees charged for recovering a domain name from a third party. You may also lose out to a legitimate third party who has acted more quickly.

Sunrise period

The Sunrise Period allows trademark owners to register domain names that identically match their registered validated trademarks.

Only when the Sunrise Period is over can third parties who do not have trademark rights (the general public) register domain names.

When two or more applications are submitted for the same domain during this period, the domain will be allocated to the winner of an auction (sold to the highest bidder). Some registries select a first come, first served sunrise to eliminate the need of an auction.

The Trademark Clearinghouse (TMCH) is the organization that oversees the validation of trademarks to enable trademark owners to participate in the Sunrise Period. Trademark validation is a pre-requisite to participate in the Sunrise Period.

No Validation = No Sunrise.

Landrush period

During the Landrush Period domain names are offered at a premium price to the general public. No trademark is required.

The Landrush Period can operate on a first come, first service basis or allot the domain names after an auction if two or applications are received during that period. The process is dependent on the registry that operates the TLD.

General Availability period

At this stage the new gTLD is open to everyone, on a first come, first served basis, at standard prices.

A few domain names may be classified, by the registry operator, as Premium and sold at higher prices. Premium domain names are mostly generic such as motor.cars.

Our services:

We are a TMCH agent. We pre-verify and submit trademarks to the TMCH and once validated submit the domain name Sunrise applications.

We use our extensive experience as a TMCH Agent and ICANN registrar to develop a complimentary new gTLD strategy report for you to identify core domain names that should be secured during each Sunrise Period.

We suggest which domain names to register and when.

Service highlights:

-  Our trademark management tool, allows you to upload trademark information and supporting documentation. Once verified by us the application is submitted to the TMCH.
-  We maintain an ongoing domain name strategy report, which evolves over time as the new gTLD program unfolds. The report, which we are constantly updating, lists those Sunrise Periods that we recommend the trademark owner participate in, and tracks the relevant dates, notifying users in advance of upcoming launches. Users can access the report at any time to customize it.
-  We process the Sunrise applications for each new gTLD.
-  If any third party attempts to register a domain name matching your validated trademark, a notification will be sent to you so appropriate action can be taken.

Contact the Lexsynergy Brand Protection Team for a FREE consultation and demonstration of this service.

Domain names Protected Marks List (the "DPML") – Donuts

We help businesses prepare DPML Block Submissions, a new service introduced by Donuts, Inc. and RightSide, who are currently launching over 300 new gTLDs.

The DPML prevents cybersquatting by enabling you to block your trademarks from registration across 300 TLDs. To be eligible for this protection, your trademark must be validated with the TMCH and must remain valid for the duration of the DPML subscription.

Mark Validation System ("MVS") for .africa, .joburg, .durban and .capetown

We also advise on the MVS, which is an alternative service to validate trademarks for the purpose of securing domain names in the Sunrise Periods for .Africa, .Joburg, .Durban and .Capetown.

Under the MVS it is possible to validate unregistered rights such as common law trademarks, provided sufficient evidence is supplied.

FOR MORE INFORMATION, CONTACT US:

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