

CLEARINGHOUSE



Webinar May 22



agenda

Webinar guidelines:

- All participants will be muted
- Questions can be posed via chat
 - Will be answered during webinar
 - Or consolidated for Q&A at the end
- If you have no audio:
 - Select “join audio” in upper left corner & dial in
- Recording & presentation will be shared

- . The Clearinghouse
- . Stats update
- . Sunrise Calendar
- . Introduction of .NYC by Jeff Neuman
- . Q & A

CLEARINGHOUSE



Trademark Clearinghouse protects IP

Triple Protection:

- Priority access to registration
Register your domain name before someone else
- Monitoring
Get notified when someone registers your name
- 3rd Party RPM's
Block your name from ever being registered

Centralized Trademark Database across all new gTLDs

One time submission

Not 1 Sunrise, but more than a 1,000

Any script, no national or regional limitations

Broad range of trademarks accepted



TMCH stats

. 30.199 marks

. 1 in 2 opts for multiple year registrations

. 87,5% is submitted by a TMCH agent

. 11.951 organizations from 97 countries



TMCH stats

Top 10 countries:

1. UNITED STATES
2. GERMANY
3. FRANCE
4. UNITED KINGDOM
5. SWITZERLAND
6. SPAIN
7. ITALY
8. SWEDEN
9. JAPAN
10. AUSTRALIA

. 30.199 marks

. 1 in 2 opts for multiple year registrations

. 87,5% is submitted by a TMCH agent

. 11.951 organizations from 97 countries



TMCH stats

Top 10 jurisdictions:

1. UNITED STATES
2. OHIM
3. FRANCE
4. WIPO
5. GERMANY
6. UNITED KINGDOM
7. AUSTRALIA
8. CANADA
9. SPAIN
10. CHINA

. 30.199 marks

. 1 in 2 opts for multiple year registrations

. 87,5% is submitted by a TMCH agent

. 11.951 organizations from 97 countries

. TMs in 10 different scripts and from 118 jurisdictions



TMCH stats

. 30.199 marks

. 53.100 notifications sent to TM holders

. 5.630 ongoing notifications sent

Sunrises

65 Sunrise Periods NOW active.

More stats on <http://sunrise.clearinghouse.org>

CLOSING

.partners .condos
.maison .properties
.tienda .bid
.trade .webcam
.dating .events
.productions

JUST OPENED

.moe .associates
.lease .media
.pictures .haus
.reisen .town
.toys .university

COMING UP

.fail .financial
.limited .wtf
.vegas .citic
. 中信(citic) .care
. 网址(website).dental
.surgery





The Internet's Evolution



**Over 1,300 new
generic top-level
domains. (gTLDs)**

Select number of cities, countries, and regions given gTLDs – including NYC



Created to help
the Internet
remain adaptive,
diverse and
evolving.

One of the biggest
expansions of the
Internet to date.

Introducing .nyc



quick history:

- **In 2008, NYC began its quest to be one of the first municipalities to get their own top-level domain**
- **Included in NYC's Digital Roadmaps**
- **Neustar awarded contract to manage .nyc through a competitive procurement**
- **ICANN executed Agreement with City of New York on 1/23/14**



the nexus policy:

- Entity must have a physical street address in NYC
- Individuals' primary place of residence must be in NYC
- P.O Boxes are not permitted
- Registrants must:
 - ✓ Agree that they are in compliance with all relevant Federal, NYS and NYC laws and tax requirements
 - ✓ Remain in compliance with the applicable Nexus Policy for the duration of domain's registration
 - ✓ Agree not to license, sub-delegate or transfer domain(s) to 3rd parties that do not meet nexus requirements





safeguards

- **Nexus policy with validation and active enforcement**
- **Whois Accuracy Program**
- **No Proxy Registrations**
- **Acceptable Use Policy**
- **Malicious Monitoring Program**
- **Sunrise and Trademark claims processes**
- **Uniform Dispute Resolution policy**
- **Uniform Rapid Suspension**

the brand



INTRODUCING .NYC

**New York City is where
success takes many
shapes.**

**Where there are infinite
ways to dream big.**

**If you work or reside
here, you do so for a
reason.**



INTRODUCING .NYC

.nyc is the Official Web Address for New Yorkers

Now your business,
organization or idea
will have a powerful
way to leverage your
location as proof of
your success.



INTRODUCING .NYC

What does this do for New Yorkers?



1

Provides New Yorkers with an official way to brand and own their identity, online.

2

**Showcases
your location
as an enviable
component of
your success.**

3

**Provides every
New Yorker
with the ability
to connect
through a
shared location.**

Brand Benefits

LEGITIMACY

- No pretending • .nyc is the official brand of New York City
- True New York City status

EXCLUSIVITY

- New Yorkers are the envy of the world, now the envy of the Internet
- Targeted at an audience with a built in love for the city

LOCALIZATION

- New York City is all about communities
- .nyc identifies businesses/persons as a part of the New York City community

securing your



domain name



launch timeline:



sunrise phase

- **Sunrise Phase: May 5th to June 20th**
- **Offers trademark owners the ability to register a .nyc web address in advance of the general public**
- **Domain Name must be an exact match of the Trademark**
- **Must be a valid national trademark registration as validated by the Trademark Clearinghouse**
 - ✓ **International Trademarks qualify provided Nexus is met**
 - ✓ **State Trademark ineligible for Sunrise Period**





What you need to do

- Before June 20 NY-Based Trademarks Must:
 - Step 1: Verify your nationally registered trademark with the Trademark Clearinghouse & receive “SMD file.”
 - Step 2: Apply for your .nyc trademark domain through ICANN-Accredited Registrar
 - List of Registrars will be found at www.nic.nyc
 - Upload SMD File to Registrar’s registration portal
 - Step 3: Remain uncontested for 60 days
- Contested trademark domains will be offered at auction to determine the final owner. Sunrise auctions will commence July 10th 2014

Sunrise

May 5th – June 20th 2014

- **Businesses, organizations or legal entities with a registered trademark in the TM Clearinghouse and a physical address in the City. If multiple qualified applications are received, an auction will be held.**

City Government Affiliated

June 25th – July 31st 2014

- **Government agencies, community boards and affiliated entities such as BIDs and City-owned Cultural Institutions.**

Landrush

August 4th – October 3rd 2014

- **Any Individual, Business, Organization or Legal Entity with an address in NYC. If multiple applications received for same string, auction held to determine registrant.**

General Availability

October 8th 2014 onwards

- **For all prospective registrants who have a physical address in NYC. First come first served process.**



Wholesale Pricing

- City Government Affiliated Fee \$20
- One-time Sunrise Application Fee
\$15
- Annual Sunrise Fee
\$20
- One-time Landrush Application Fee
\$30
- Annual Landrush Fee
\$20
- Annual General Availability Fee
\$20

.NYC FOUNDERS PROGRAM



founders program

#nycFounder



goals:

- Provide a select group of qualified New Yorkers and NYC-based companies an exclusive way to develop and use their .nyc web address before the general public
- Showcase great examples of passionate and successful .nyc web addresses in use
- Inspire future development of the .nyc space and community of City-wide owners



benefits:

- **Represent NYC**

Be recognized as a New Yorker whose work embodies the spirit and opportunity of the City.

- **Inspire Others**

Play a role in driving the success of New York City's official web address.

- **Make History**

Get the notoriety and attention of being one of the first to own and launch a .nyc before the public.



how to apply:

- Visit www.nic.nyc/Founders to complete & submit full application
- Selected .nyc candidates will be notified by the .nyc team
- Develop and launch proposed website no later than Sept 1, 2014



TECHNICAL CRITERIA:

- Valid physical location/street address in NYC
- Clear website purpose and/or goals
- Inclusion of .nyc in marketing plan
- Robust, dynamic content benefiting NYC businesses, entities and residents
- Be ready to launch by Sept 1st
- Commit to 2 years of website operation
- Adhere ICANN-mandated Trademark Claims process



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FOUNDER INCENTIVES:

- Advance access to a powerful marketing tool
- Inclusion in .nyc's marketing efforts
- Recognition within the City, industry & community





.nyc is the flagship domain of the Internet's expansion.
Make sure your trademark's domain won't be "gone in a
New York minute."

Neustar team:

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Thank You



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Q & A

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Contact:

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