

CLEARINGHOUSE



Webinar March 31st



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

. Stats update

. Sunrise Calendar

. .DESIGN by Andrew Meriman (Top Level Design)

. .COLLEGE by Shayan Rostam (gen.XYZ)

.Q & A

35.131

marks submitted

50,50% submitted for multiple years

84,45% registered by agents

93,8% are verified

CLEARINGHOUSE



Marks from 104 countries & covering 119 jurisdictions
For a total of 88.690 trademark years

139.341 claims notifications sent out to TM-holders
86.944 ongoing notifications sent out to TM-holders

2.229 marks have expired

updated: March 17 2015

ACTIVE SUNRISE PERIODS

SUNRISE PERIOD ACTIVE

[.college](#)

.College

Sunrise closes:
Fri, 17 April '15

SUNRISE PERIOD ACTIVE

[.bingo](#)

Sunrise closes:
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

[.tennis](#)

Sunrise closes:
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

[.style](#)

Sunrise closes:
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

[.chat](#)

Sunrise closes:
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

[.one](#)

.one

Sunrise closes:
Tue, 5 May '15

SUNRISE PERIOD ACTIVE

[.porn](#)

.PORN

Sunrise closes:
Wed, 1 April '15

SUNRISE PERIOD ACTIVE

[.adult](#)

.ADULT

Sunrise closes:
Wed, 1 April '15

SUNRISE PERIOD ACTIVE

[.sale](#)

Sunrise closes:
Sat, 25 April '15

SUNRISE PERIOD ACTIVE

[.design](#)

Sunrise closes:
Tue, 28 April '15

SUNRISE PERIOD ACTIVE

[.video](#)

Sunrise closes:
Sat, 25 April '15

SUNRISE PERIOD ACTIVE

[.fit](#)

Sunrise closes:
Mon, 20 April '15

SUNRISE PERIOD ACTIVE

[.lat](#)

Sunrise closes:
Fri, 17 April '15



SUNRISE PERIOD ACTIVE

[.garden](#)

Sunrise closes:
Mon, 6 April '15

SUNRISE PERIOD ACTIVE

[.fashion](#)

Sunrise closes:
Mon, 6 April '15

SUNRISE PERIOD ACTIVE

[.wedding](#)

Sunrise closes:
Mon, 30 March '15

SUNRISE PERIOD ACTIVE

[.flowers](#)

Sunrise closes:
Fri, 27 March '15

SUNRISE PERIOD ACTIVE

[.tires](#)

Sunrise closes:
Sat, 21 March '15

SUNRISE PERIOD ACTIVE

[.alsace](#)

Région Alsace[®]

Sunrise closes:
Fri, 20 March '15

ANNOUNCED SUNRISE PERIODS

AWAITING SUNRISE LAUNCH

[.bank](#)

Sunrise starts:
Mon, 18 May '15

AWAITING SUNRISE LAUNCH

[.sucks](#)



Sunrise starts:
Mon, 30 March '15

AWAITING SUNRISE LAUNCH

[.casino](#)

Sunrise starts:
Tue, 24 March '15

AWAITING SUNRISE LAUNCH

[.football](#)

Sunrise starts:
Tue, 24 March '15

AWAITING SUNRISE LAUNCH

[.school](#)

Sunrise starts:
Tue, 24 March '15

AWAITING SUNRISE LAUNCH

[.apartments](#)

Sunrise starts:
Tue, 17 March '15

AWAITING SUNRISE LAUNCH

[.irish](#)



Sunrise starts:
Tue, 17 March '15

AWAITING SUNRISE LAUNCH

[.ong](#)



Sunrise starts:
Tue, 17 March '15

AWAITING SUNRISE LAUNCH

[.ngo](#)



Sunrise starts:
Tue, 17 March '15

For more information on Sunrise Launches visit: <http://sunrise.clearinghouse.org>

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.DESIGN



Andrew Merriam
Director of Business Development
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CALENDAR

- Sunrise
 - Began Feb. 24
 - Ends April 28, 23:59:59 UTC
- EAP
 - 7 days
 - Begins May 5, 14:00:00 UTC
 - Ends May 12, 13:59:59 UTC
 - Each day ends at 13:59:59 UTC with the subsequent beginning at 14:00:00 UTC
 - EAP fee is on top of registration fee, premium dependent
- GA
 - Begins May 12, 14:00:00 UTC

TECHNICAL

- CentralNic supported
- RRA available for online signature now
- Latin & Arabic IDNs currently supported; further functionality to be in place around GA
- Sunrise phases is standard, 60 day, end-date sunrise

PREMIUM NAMES

- Premium Domains are available at premium renewal prices
- Only ~200 names reserved by us, the registry
- category killer names, cities, 1 character domains, all available for registration
- 2 character domains may be available around launch (ICANN dependent)

At the time of auction in Sept. 2014, .design was the largest contention set resolved to date, with 8 total applicants.

Why did we apply and purchase .design?

.design has the potential to be the single most successful new TLD given its clear application to many vertical markets and the prevalence of the word 'design' in the .com zone file.

What does that mean? “design’s prevalence in the .com zone file?”

- As of January 2015 there are 116 million .com names registered
- The word ‘design’ appears in 807,000 of these .com domains. **More than any other distinct word.**
 - Some words are not distinct enough to analyze, such as “art”, as it appears in part of many other words, earth, smart, start, etc.
 - The word design comes at the end of the domain, making a .design switch even more intuitive, in 370,000 of these domains, i.e., AndrewDesign.com, this would not include AndrewDesigns.com, TopLevelDesigner.com, or TopLevelDesigners.com, which easily push this figure above 400,000.
- Other new TLDs that have similar numbers include: .group, .online, .shop
 - Would the Smith Law Group want smith.group or smith.law? “Group” is not semantically powerful
 - “online” has inflated figures since GoDaddy suggested including the “online” keyword when available .com names became scarce. There are too many generics.
 - Many “shops” fall along vertical markets better served by more unique new TLDs and .shop also faces stiff competition from other generics.

*Unlike generic keywords like shop, group, online,
“DESIGN” means something.*

**A company’s design often defines its products, its customers, and its
business as a whole.**

Design has become one of the most important filters through which consumers make purchase decisions. As exemplified by Apple and Nike, the most culturally relevant and desired products are usually the most elegant and well-designed. The word is so ubiquitous and has such cachet that even industries that do not ‘design’ anything are using it, think about the financial institutions that claim to *design* their retirement plans and the personal trainers that *design* washboard abs. Furthermore, it is an international word that symbolizes both creativity and prestige. There is no domain, old or new, that is as prevalent a word and carries as much meaning and market potential.

Why is this important for trademark owners?

Traditionally, trademark owners register domains for two reasons:

1. It was **meaningful** to their business, i.e., a product launch
 2. If registered by a 3rd party it risked **confusing** their customers, i.e., defensively
- .design is **meaningful**
 - Businesses across the world recognize and use the word “design;” it is the most important brand and product defining trend of our times.
 - .design will be widely seen and used
 - Some new TLDs do not risk being **confusing** because they simply will not be seen, i.e., .whoswho registered approx. 20 domains in sunrise. At this time, YourBrand.whoswho is not risking to confuse anyone
 - Based on the .com figures discussed, .design will be widely seen and used and trademark owners need to evaluate if registering YourBrand.design is a better opportunity than UDRP, URS, etc.

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.COLLEGE



College

Trademark Registration & Best Practices

March 17, 2015

Shayan Rostam

Global Director of Registry Operations

sr@gen.xyz

For a common purpose™

- .College is an unrestricted, generic domain extension for organizations and businesses of all types and sizes to come together for a common purpose a common future
- .College represents the essence of the term “college” – an organized group of professionals who share a mutual interest and objective
- .College offers businesses, institutions, and the communities around them a safe and reputable namespace to share knowledge and drive innovation
- .College can be leveraged by all of the following:
 - ✓ Educational institutions of all types
 - ✓ Corporations
 - ✓ Individuals and lifestyle

 **College**





XYZ.COM LLC overview

- .College is operated by XYZ.COM LLC, the experienced team behind the largest and fastest growing new domain extension, .xyz
- XYZ has a multimillion dollar marketing campaign in place to directly market .College to brands, institutions, and SMBs
- .College press and marketing will be supported by a top national PR firm
- As part of the registry's commitment to creating a reputable namespace and encouraging utilization, all .College fees will be waived for eligible brands and institutions

The logo for .College, featuring a small globe icon to the left of the word "College" in a bold, teal, sans-serif font.

.College launch timeline

- Eligible brands will be able to register their .College domains at no-cost during the sunrise and landrush periods
- Trademark variations, keywords, and other brand-related domains may be priority registered during the public Early Access Period
- XYZ will execute on strategic marketing plans tailored to each specific audience during every phase of the .College launch

 SUNRISE March 17 - April 17	 COLLEGE LANDRUSH April 20 - September 22	 EARLY ACCESS PERIOD September 22 - 28	 GENERAL AVAILABILITY September 28
Trademark holder exclusive FIRST YEAR FEES WAIVED	Education-affiliated entities FIRST YEAR FEES WAIVED	Public priority registration	Open to the general public

Expand your brand's global reach

- .College domains will be immediately awarded upon registration on a first-come, first-served basis
- No auctions will be held for .College
- Best practices include, but are not limited to:
 - ✓ Recruitment portals
 - ✓ Human resources, training, and development
 - ✓ Product how-to's and workshops
 - ✓ Marketing and branding
 - ✓ Universities and colleges
 - ✓ Unaccredited schools and online education
 - ✓ Test preparation and tutoring, and other services
 - ✓ Individuals, lifestyle, and campus organizations



.College best practices – human resources

Site type	Example domains	Benefits
Recruitment portals	RedBull.College NBCcareers.College NYCinternships.College TechJobs.College	Attract and recruit college students to your organization
Human resources, training, & development	StateFarm.College McDonalds.College LeadershipTraining.College TeamBuilding.College	Strengthen your brand's mission and culture through specialized employee portals

.College best practices – marketing

Site type	Example domains	Benefits
Product how-to's & workshops	Starbucks.College HomeDepot.College CookingTips.College CarManual.College	Build brand loyalty with product articles, how- to's, best practices, and testimonials
Marketing & branding	USnews.College HuffingtonPost.College SportsHighlights.College CourseManager.College	Brand your domain for immediate recognition as a college-related site

.College best practices – education

Site type	Example domains	Benefits
Universities & colleges	Boston.College BostonAthletics.College BostonLibrary.College BostonExtensions.College	Host an unlimited number of sites to serve different departments and facilities
Unaccredited schools & online education	ChristianBible.College Concordia.College OnlineMathCourses.College LearnCoding.College	Establish a global web presence on a reputable domain platform
Test preparation, tutoring, & other services	Kaplan.College RosettaStone.College MichiganTextbooks.College ChicagoTutoring.College	Promote student services using brandable domains with a clear purpose
Individuals, lifestyle, & campus organizations	BetaThetaPi.College Snapchat.College SchoolPride.College CampusDaily.College	Showcase your affiliation, expertise, or research on an authoritative .College domain

FREE .College domains for eligible brands

- March 17 – April 17
 - Trademark holders registered in the TMCH may register their free exact-match .College domains on a first-come, first-served basis
 - No other requirements for registration
- April 20 – September 22
 - Education-affiliated entities may register an UNLIMITED number of .College domains on a first-come, first-served basis
 - Domains must be broadly related to educational use
 - Good faith applications will be approved by the registry in hours
 - Rejected applicants may reapply with a different domain or under different credentials
 - No additional information required for registration



Public priority .College registration

- September 22 – September 28
 - Brands may priority register trademark variations, keywords, and other brand-related domains for a premium price during the .College Early Access Period
 - Pricing will start at over \$10,000 USD on Day 1 and decrease each day for 7 days
 - Registry may make certain reserved .College domains available exclusively during the 7-day Early Access Period

Be an industry leader as a .College pioneer

- The registry is accepting a limited number of brands and institutions to join its free .College pioneer program
- Pioneers may have the opportunity to leverage premium or reserved .College domains at no cost
- Pioneers will receive free media exposure through international .College marketing campaigns

Start leveraging .College now

- Notify your clients of online branding and marketing opportunities with .College domains at www.go.college/brands
- Take advantage of the FREE .College sunrise and landrush periods
 - Trademark-exclusive: March 17 – April 17
 - Education-affiliated: April 20 – September 22
- Learn more and register .College domains directly with the registry at www.go.college



Make your mark with .College

Shayan Rostam

Global Director of Registry Operations

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www.go.college | www.nic.college

 /CollegeTLD

 /CollegeTLD

 /DotCollege

XYZ.COM LLC

Santa Monica | Las Vegas

 **College**

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Q & A

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Contact:

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The concepts covered in this presentation are for discussion purposes only and are not intended to be all-inclusive on the topic of the trademark clearinghouse. Many of the concepts are still in the development stage and therefore could change the development or the implementation of certain concepts and/or services in the future. As a result, Deloitte reserves the right to make any changes needed to deliver the TMCH-related services as directed by ICANN.