

CLEARINGHOUSE



Webinar .INSURANCE



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

. .INSURANCE by Craig Schwartz,
Managing Director fTLD Registry Services

. Q & A

40.592

marks submitted

44,52% submitted for multiple years

76,15% registered by agents

92,60% are verified

CLEARINGHOUSE










Marks from 107 countries & covering 121 jurisdictions
For a total of 112.871 trademark years

220.412 claims notifications sent out to TM-holders
373.031 ongoing notifications sent out to TM-holders

4.938 marks have expired

updated: April 20th 2016

ACTIVE SUNRISE PERIODS

	<p>SUNRISE PERIOD ACTIVE</p> <p>.med </p> <p>Sunrise closes: Fri, 24 June '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.tube </p> <p>Sunrise closes: Mon, 20 June '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.promo </p> <p>Sunrise closes: Mon, 16 May '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.salon</p> <p>Sunrise closes: Sat, 28 May '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.ltd</p> <p>Sunrise closes: Sat, 11 June '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.gmbh</p> <p>Sunrise closes: Sat, 11 June '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.store </p> <p>Sunrise closes: Sun, 5 June '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.homes </p> <p>Sunrise closes: Fri, 6 May '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.motorcycles </p> <p>Sunrise closes: Sun, 5 June '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.group</p> <p>Sunrise closes: Sat, 28 May '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.autos </p> <p>Sunrise closes: Sat, 21 May '16</p>

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



Are You Ready?

May 3, 2016

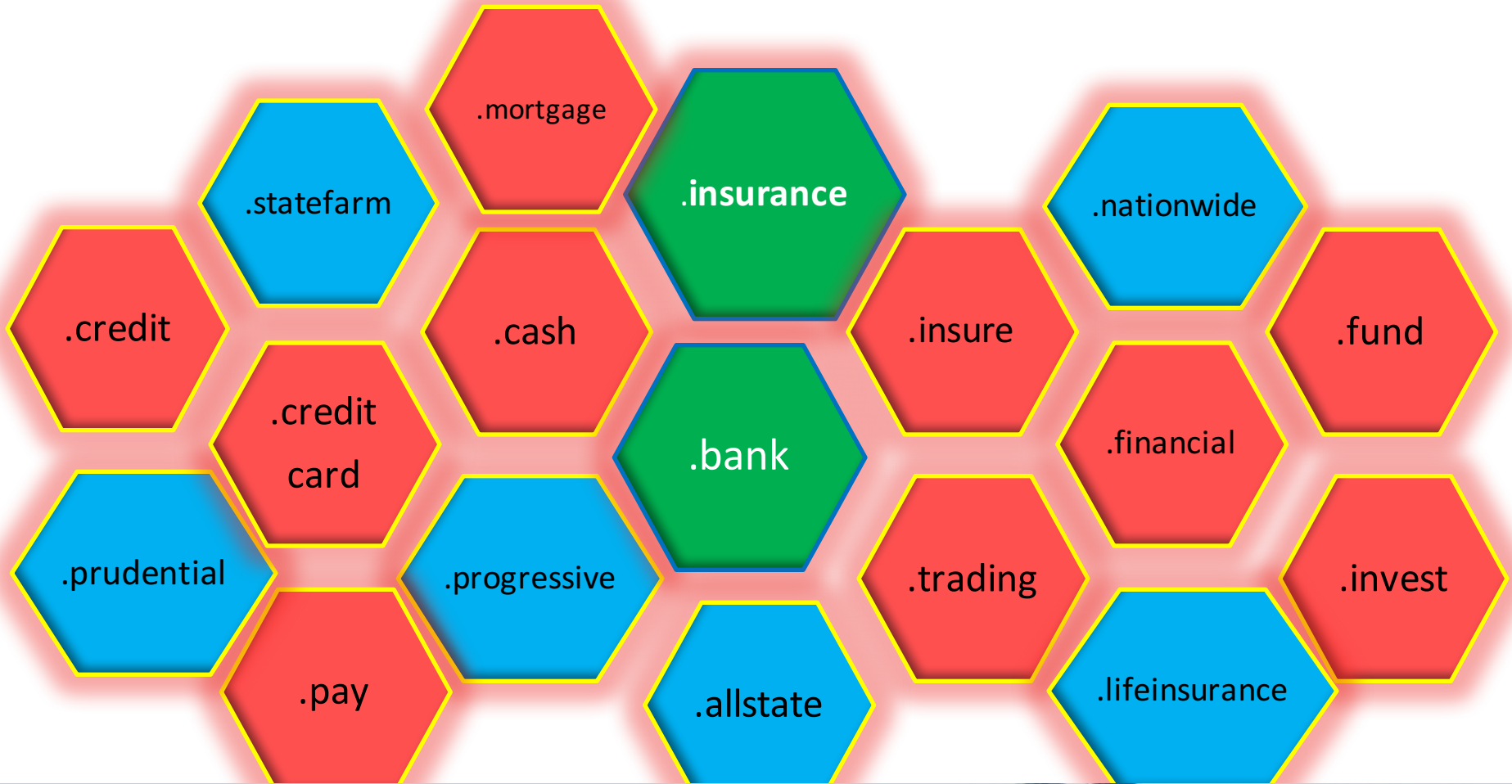


Goals

- Understand the value of .INSURANCE and what makes it different from other Internet web extensions
- Get to know fTLD and how we operate
- Verification Process
- Success Stories
- Resources



The Internet financial world is changing...



.INSURANCE: Business Values

- The place for insurance providers and distributors to enhance and differentiate their online presence in the marketplace
- A trusted, verified, more secure and easily identifiable location online for the global insurance community and the customers it serves
- Exclusivity: identity and legitimacy are verified
- Security: domain names must meet strict requirements
- Opens up much needed real estate online to enhance brand



fTLD Registry Services

- Established in 2011 by a coalition of insurance companies, banks and financial services trade associations
- Strategic response to the Internet Corporation for Assigned Names and Numbers' program to expand the number of Internet web extensions
- Applied for and granted right to operate .INSURANCE and .BANK
- Exists to serve and protect the insurance and banking sectors
- Owned, operated and governed by members of the sectors



What is the status?

- .INSURANCE – Launch Timeline
 - Qualified Launch Program: May 5 – 8, 2016
 - Sunrise: May 9 – June 8, 2016
 - Founders: June 9 – 14, 2016
 - General Availability (GA): June 15, 2016 and ongoing
- Determine your eligibility period (most will be GA)
- Domains are initially awarded first-come, first-served:
 - Apply early for best chance of securing desired domains
 - Secured domains are available when you're ready



What makes it different?

- Eligibility Requirements
 - Who can register what domains and how can they be used
- Mandatory Verification and Re-verification of Eligibility
- Security Requirements such as:
 - DNSSEC
 - E-mail Authentication
 - Strong Encryption



Eligibility and Name Selection

- Companies/Carriers
- Agents/Agencies and Brokers/Brokerages
- Insurance Trade Associations
- Service Providers (subject to fTLD Board approval)
- Insurance Regulators (subject to fTLD Board approval)

- Qualified Launch Program and Sunrise: exact match of mark in Trademark Clearinghouse
- Founders' and GA: must correspond to trademarks, trade names or service marks of the applicant in bona fide use in the jurisdiction of authorization



Verification Process

- What is verified:
 - Eligibility of entity
 - Registrant Contact is a full-time employee of entity
 - Registrant Contact is authorized by entity
 - Domains are compliant with Name Selection Policy
- Employment and authority verified by phone call to entity; HR department or Registrant Contact's manager
- Verification can usually be completed in a matter of days, excluding the first 60-90 days of General Availability



What does it cost?

- fTLD sets one wholesale price to all registrars; includes the verification fee
- Registrars set their retail price based up a number of factors such as:
 - Other services they may provide (e.g., email, web hosting, security, brand protection)
 - Number of domain names registered
 - Registration term (i.e., 1 to 10 years are permissible)
- Be sure you understand all the fees; some registrars include the verification fee in the advertised registration price and others make it a separate fee during their check-out process



Success Stories



<https://www.badgerbank.bank/>



<https://montecito.bank/>



<https://www.tfb.bank/>



<https://www.lead.bank/>



<https://www.cnb.bank/>



<https://www.bankatcnb.bank/>



Resources

- Contact: Craig Schwartz, fTLD, 202.589.2532 or craig@ftld.com
- Sign up to receive updates: www.ftld.com
- Read the FAQ: www.register.insurance/faq
- PR Tools (helpful documents and past webinar): www.register.insurance/pr-tools
- Learn about the Policies and Requirements: www.register.insurance/policies
- Understand the Timeline: www.register.insurance/timeline
- Know the Reserved Names: www.register.insurance/resources
- See the list of Approved Registrars: www.register.insurance/registrars
- ICANN Trademark Clearinghouse: www.trademark-clearinghouse.com
- Follow-us on Twitter [@fTLD_Registry](https://twitter.com/fTLD_Registry); hashtag #dotINSURANCE



Questions



Trademark priority in .INSURANCE

ARE YOU READY
FOR THE
NEW DOMAIN?



GET INFORMED

.INSURANCE is the place for insurance providers and distributors around the world to enhance and differentiate their online presence in the marketplace. Directed by insurance and security experts, .INSURANCE is a trusted, verified, more secure and easily identifiable location online.

The first priority in registration is reserved for Trademark Holders during the [Sunrise Period \(May 9th 00:00 UTC until June 8th\)](#). Select your preferred registrar who will complete your Sunrise registration and validate your trademark information with the Trademark Clearinghouse.

EnCirca

lexsynergy
our domain is domains™

What is a Sunrise Period?



101domain.com

CLEARINGHOUSE
More information on
the .INSURANCE TLD

Click here if you are already
verified by The Clearinghouse

bNamed.net

instra
CORPORATION



DOMAINREGISTRY.DE

<http://insurance.clearinghouse.org>

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Contact:

www.trademark-clearinghouse.com // info@trademark-clearinghouse.com // [@TMCHinfo](https://twitter.com/TMCHinfo)

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