

Rights Protection Mechanisms Webinar

6 November 2013



Webinar Information

US Toll-free: 1-877-941-2059

US Toll: 1-480-629-9654

International Numbers: Download at <http://newgtlds.icann.org/webinars>

Conference ID: Rights Protection Mechanisms (4648206)

+ Q&A session after the presentation

- Questions submitted to ICANN prior to the webinar given priority
- Phone questions
 - + To ask a question dial *1 (star one)
 - + To exit the question queue dial *2 (star two)
- Questions will be answered as time permits

+ Recordings and slides available after the webinar: <http://newgtlds.icann.org/webinars>

Agenda

- + Introduction
- + Integration Testing
- + TLD Startup Information
- + Sunrise Period
- + Limited Registration Periods
- + Claims Period
- + Launch Programs
- + Q & A

Background: Rights Protection Mechanisms

Sunrise and Trademark Claims services required in all new gTLDs

- + Supported by Trademark Clearinghouse
- + Clearinghouse services are operational
- + Technical specifications: <http://datatracker.ietf.org/doc/draft-lozano-tmch-functional-spec/>
- + RPM Requirements for Sunrise and Claims:
<http://newgtlds.icann.org/en/announcements-and-media/announcement-30sep13-en>

Integration Testing



Integration Testing > Registries

Overview

- + To ensure that registry and TMCH systems are working together accurately

Required Parties

- + All new gTLD Registry Operators

Testing Process

1. Download a Signed Mark Data (SMD) Revocation List.
2. Download a Domain Name Label (DNL) List.
3. Upload a Sunrise List of Registered Domain Names (LORDN) file.
4. Upload a Claims List of Registered Domain Names (LORDN) file.

Integration Testing > Registries (cont.)

Initiating Testing

- + Registry can request the certification from IBM any time it is ready to do so.
- + How to Initiate:

<http://newgtlds.icann.org/en/about/trademark-clearinghouse/scsvcs>

Integration Testing > Registrars

Overview

- + To ensure that registrar, registry, and TMCH systems are working together accurately

Required Parties

- + All accredited Registrars wishing to register names during new gTLD Claims periods.

Testing Process

1. Download a Signed Mark Data Revocation List.
2. Download a Trademark Notice (CNIS file) using the test 'Lookup Key' provided to you by your Registry Operator.
3. Validate/compare a screen shot of the rendering of the Trademark Notice (in English) to the sample Trademark Notice

Initiate Testing

- + <http://newgtlds.icann.org/en/about/trademark-clearinghouse/scsvcs>

TLD Startup Information



TLD Startup Information > Submission

Overview

- + This information is fed into a public portal that consolidates all the TLD startup information as new gTLD registries are launching

Required Information

- + Dates of Sunrise period
- + Complete Sunrise policies for the registry (including Sunrise DRP)
 - Include whole document(s), not links
- + Dates of Claims period
- + Certification that integration testing has been completed

Optional Information

- + Dates of any Limited Registration Periods

Submit Information

- + Send notices to the Customer Service Center at newgtld@icann.org.

TLD Startup Information > Processing

ICANN Review & Publication

- + Notice may be submitted once TLD is delegated.
- + Registry submits its information to ICANN, including requested startup dates.
- + ICANN will confirm availability of dates with IBM. The Registry is not required to do this in advance of submitting information.
- + ICANN does a straightforward review:
 - Do the dates comply with requirements?
 - Are all the required elements included?
- + ICANN notifies registry of acceptance and publishes the information
 - Will contact registry if corrections needed

TLD Startup Information > Modifications

Submit Changes

- + Send requests to the Customer Service Center via newgtld@icann.org.

ICANN Review

- + Information will be reviewed in the same manner as initial submission:
 - Do the dates comply with requirements?
 - Are all the required elements included?

Sunrise Period



Sunrise Period

Overview

- + Required for each new gTLD. After delegation, a Registry is responsible for executing Sunrise according to the Rights Protection Mechanism Requirements, published 30 September 2013.

Key Points

- + All registrations during Sunrise must be based on valid Signed Mark Data file
 - Files and additional information:
<http://newgtlds.icann.org/en/about/trademark-clearinghouse#smd-testing>
- + Registries may establish other restrictions as specified in Requirements:
 - Trademark date restrictions
 - Trademark class of goods/services
 - Community-based registration restrictions
 - Eligibility requirements
- + Registry must have a Sunrise Dispute Resolution Policy

Sunrise > Start-Date vs. End-Date

Start Date Sunrise

- + Allocation of names will occur throughout the period
- + Minimum 30-day period with required minimum 30-day notice

End Date Sunrise

- + Allocation of names will occur only at the end of the period
- + Minimum 60-day period may commence as soon as notice is provided

In both cases, notice occurs when TLD Startup Information is submitted to ICANN

Sunrise > Start-Date vs. End-Date

Start-Date Sunrise

Trademark-related domains registered on first come, first served (or other) basis



7 Nov 2013: ICANN receives TLD Startup Info



End-Date Sunrise

Collect requests for allocating trademark-related domain names

Sunrise Registration
Resolve conflicting trademark-related requests and allocate prior to General Registration

Nov 2013

Dec 2013

Jan 2014

* Chart depicts hypothetical Sunrise types with start date of 7 November 2013

Limited Registration Periods



Limited Registration Periods

Overview

- + Limited Registration is a period during which a Registry will accept only domain name registrations that meet certain criteria, as defined by the Registry. Limited Registration periods occur prior to General Registration.

Key Points

- + Limited Registration Periods (LRPs) are *optional*. A registry may choose to hold an LRP at its discretion.
- + An LRP may overlap with the Sunrise period, but all Sunrise names must be allocated before any LRP names.
- + Registries:
 - may offer as many Limited Registration Periods as they wish.
 - **must** offer Trademark Claims service during any Limited Registration Periods.

Trademark Claims Period



Trademark Claims Period

Overview

- + Trademark Claims period occurs during first 90 days of General Registration. Provides notification to registrants of matching TMCH records. Provides notification to rights holders with TMCH records of matching domain name registrations.

Registrar Obligations

- + Query the Claims Notice Information Service (CNIS) and display Claims notice to registrant where required.
- + Require acknowledgement from registrant to proceed with domain name registration.
- + *CNIS may only be used for purposes of Trademark Claims*

Claims Notice Template(s)

- + Notice to be displayed in English + other relevant language
- + ICANN will provide template in 6 UN languages

Launch Programs



Launch Programs > Approved

Requests

- + Registry requests may be sent to Customer Service Center
- + Full process to be published shortly.

Presumption of Approval

- + Where registry has provided detailed descriptions in application
- + Where launch program has been approved previously for similar circumstances

Approval

- + ICANN reserves the right to consider requests on a case-by-case basis

Thank You & Questions?

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