

## **DOMAINS PROTECTED MARKS LIST (DPML) PRIMER**

The launch of the new generic Top Level Domains (gTLDs) has ushered in a new era of naming conventions. This creates new opportunities for marketing and branding opportunities both small and large corporations, but it also exposes them to new challenges online.

As the list of available extensions grows, brands now face an uphill challenge of identifying, registering and defending their brand against cybersquatting. With that in mind, several Domain Registries- Donuts, Rightside and Minds+Machines – have each launched a Domains Protected Marks List (DPML) to provide a mechanism for blocking unauthorized third parties for registering domain names that infringe upon their registered trademark.

### **WHAT IS THE DOMAINS PROTECTED MARKS LIST?**

A DPML is a proactive rights protection mechanism offered through specific registry operators which prevents non-rights holders from performing infringing domain registrations across all offered domain extensions.

By purchasing a single product at a fraction of the cost of performing copious traditional defensive domain registrations or pursuing URS or UDRP proceedings, a DPML registration is extremely cost effective as well. A DPML covers ALL new gTLD extensions offered by the respective registry, for one fee.

A DPML registration is available to all Trademark Clearinghouse Enrollees who subsequently possess a current and valid SMD file.

### **WHAT IF I WANT TO USE A BLOCKED DOMAIN NAME?**

Valid trademark owners have the option of unblocking domain names through an override. In order to successfully override a DPML block for a particular domain name, brands need to submit their TMCH validated trademark and SMD file to their TMCH agent. DPML blocks can be submitted at any time, as long as the DPML submission is still active. Third parties who are not valid mark owners cannot unblock or otherwise circumvent a mark protected by a DPML

## HOW MUCH WILL A DPML COST?

DPML pricing varies based on provider and length of registration.

## WHAT GTLD EXTENSIONS ARE PROTECTED BY A DPML BLOCK?

As of Nov 1, 2016 – the available DPMLs block domain registrations across a combined 250 extensions that range from .academy to .careers to .financial to .shoes to .zone. It is estimated that existing DPML products will ultimately cover between 300 to 350 gTLD extensions.

Donuts: 190 domain extensions

Rightside: 45 domain extensions

Minds+Machines: 15 domain extensions

New extensions will be added to what is covered by each registry's DPML product as new domain extension are brought to market. Each registry's DPML product will cover all extensions currently offered, including those extensions that come to market after a DPML is purchased.

## HOW DOES A DPML BLOCK WORK?

In order to secure a DPML block, trademark owners must validate their marks in the Trademark Clearinghouse (<https://corporate.webnames.ca/trademark-clearinghouse>). Once validation is complete, trademark owners will be granted a Signed Mark Data (SMD) file, which will be used to secure a DPML block.

Once a DPML block has been secured, you can block registrations that contain or exactly match your submitted marks. Typos cannot be blocked.

Mark	Eligible Blocks	Ineligible Blocks
Webnames	Webnames.TLD	W3bnames.TLD
	MyWebnames.TLD	MyWebnam3s.TLD
	WebnamesDomains.TLD	Websnames.Domains
Google	Google.TLD	G00gle.TLD
	GoogleMail.TLD	Goggle.TLD
	GoogleWeb.TLD	Gogole.TLD
ABC	ABC	ABCservices.TLD
		MyABC.TLD

Note that DPML blocks are only applicable as long as a trademark owner has an active subscription to the Trademark Clearinghouse.

## DPML PLUS

DPML PLUS, offered exclusively for domain extensions offered by the Donuts Registry, provides even more features than a standard DPML:

- Prevent registrations of up to four strings (1 exact match of your mark plus 3 additional blocked variations of your mark) across all current and future domain extensions offered by the Donuts Registry
- Available only as an initial 10-year term
- Blocks more names than a regular DPML - both standard AND premium names

- Third parties who also possess the same valid trademark cannot override an existing DPML Plus block
- Option to block additional variations for an additional fee

## ADDITIONAL DPML BLOCK RULES:

- One and two character terms: These cannot be blocked by the DPML. Three letter characters can only be blocked if it is an exact match of a submitted mark.
  - Existing domain registration: Domain names registered prior to a DPML block going into effect will remain unblocked. If the domain name is not renewed, it will automatically be covered by the DPML.
  - Premium and Reserved Names: Premium domain names reserved by Donuts Inc. and ICANN will not be covered by domain blocks.
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- Other Sunrise Rights: Other TMCH applicants will be able to utilize their SMD file to register a domain name covered by a DPML block during the Sunrise Period. However, the block will automatically be applied if the domain name is not registered during the Sunrise Period.

## DPML AND SUNRISE REGISTRATIONS

Other trademark owners that have successfully enrolled their marks into the TMCH will be able to register domain names during the Sunrise Phase. This allows them to circumvent the block, provided that the domain name they are registering matches their enrolled trademark. If the domain name in question is not registered during the Sunrise Period, the DPML block is automatically applied to it at the conclusion of Sunrise.

For more information on the DPML, contact Webnames Corporate at 1-866-470-6820 or email [corporate@webnames.ca](mailto:corporate@webnames.ca).

# GTLDs PROTECTED BY DPML

## DONUTS

.ACADEMY	.ACCOUNTANTS	.AGENCY	.APARTMENTS
.ASSOCIATES	.BARGAINS	.BIKE	.BINGO
.BOUQUETTE	.BUILDERS	.BUSINESS	.CAB
.CAFE	.CAMERA	.CAMP	.CAPITAL
.CARDS	.CARE	.CAREERS	.CASH
.CASINO	.CATERING	.CENTER	.CHAT
.CHEAP	.CHURCH	.CITY	.CLAIMS
.CLEANING	.CLINIC	.CLOTHING	.COACH
.CODES	.COFFEE	.COMMUNITY	.COMPANY
.COMPUTER	.CONDOS	.CONSTRUCTION	.CONTRACTORS
.COOL	.COUPONS	.CREDIT	.CREDITCARD
.CRUISES	.DATING	.DEALS	.DELIVERY
.DENTAL	.DIAMONDS	.DIGITAL	.DIRECT
.DIRECTORY	.DISCOUNT	.DOG	.DOMAINS
.EDUCATION	.EMAIL	.ENERGY	.ENGINEERING
.ENTERPRISES	.EQUIPMENT	.ESTATE	.EVENTS
.EXCHANGE	.EXPERT	.EXPOSED	.EXPRESS
.FAIL	.FARM	.FINANCE	.FINANCIAL
.FISH	.FITNESS	.FLIGHTS	.FLORIST
.FOOTBALL	.FOUNDATION	.FUND	.FURNITURE
.FYI	.GALLERY	.GIFTS	.GLASS
.GMBH	.GOLD	.GOLF	.GRAPHICS
.GRATIS	.GRIPE	.GROUP	.GUIDE
.GURU	.HEALTHCARE	.HOCKEY	.HOLDINGS
.HOLIDAY	.HOUSE	.IMMO	.INDUSTRIES
.INSTITUTE	.INSURE	.INTERNATIONAL	.INVESTMENTS
.JEWELRY	.KITCHEN	.LAND	.LEASE
.LEGAL	.LIFE	.LIGHTING	.LIMITED
.LIMO	.LOANS	.LTD	.MAISON
.MANAGEMENT	.MARKETING	.MBA	.MEDIA
.MEMORIAL	.MONEY	.MOVIE	.NETWORK
.PARTNERS	.PARTS	.PHOTOGRAPHY	.PHOTOS
.PICTURES	.PIZZA	.PLACE	.PLUMBING
.PLUS	.PRODUCTIONS	.PROPERTIES	.RECIPES
.REISE	.REISEN	.RENTALS	.REPAIR
.REPORT	.RESTAURANT	.RUN	.SALON
.SARL	.SCHOOL	.SCHULE	.SERVICES
.SHOES	.SHOPPING	.SHOW	.SINGLES

.SOCCER	.SOLAR	.SOLUTIONS	.STYLE
.SUPPLIES	.SUPPLY	.SUPPORT	.SURGERY
.SYSTEMS	.TAX	.TAXI	.TEAM
.TECHNOLOGY	.TENNIS	.THEATER	.TIENDA
.TIPS	.TIRES	.TODAY	.TOOLS
.TOURS	.TOWN	.TOYS	.TRAINING
.UNIVERSITY	.VACATIONS	.VENTURES	.VIAJES
.VILLAS	.VIN	.VISION	.VOYAGE
.WATCH	.WINE	.WORKS	.WORLD
.WTF	.ZONE		

## RIGHTSIDE REGISTRY

ACTOR	AIRFORCE	ARMY	ATTORNEY
AUCTION	BAND	CONSULTING	DANCE
DEGREE	DEMOCRAT	DENTIST	ENGINEER
FAMILY	FORSALE	FUTBOL	GAMES
GIVES	HAUS	IMMOBILIEN	KAUFEN
LAWYER	LIVE	MARKET	MODA
MORTGAGE	NAVY	NEWS	NINJA
PUB	REHAB	REPUBLICAN	REVIEWS
RIP	ROCKS	SALE	SOCIAL
SOFTWARE	STUDIO	VET	VIDEO

## MINDS+MACHINES

.BEER	.CASA	.COOKING	.COUNTRY
.FASHION	.FISHING	.FIT	.GARDEN
.HORSE	.RODEO	.SURF	.VODKA
.WEDDING	.WORK	.YOGA	