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# Protecting Your Brand in a New gTLD World

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If you would like to learn more about generic top level domains (gTLDs), contact any of these attorneys or [read our law alert](#). As a registered agent of The Internet Corporation for Assigned Names and Numbers (ICANN) Trademark Clearinghouse, Porter Wright’s attorneys can help develop and implement your gTLD strategy.

## Porter Wright Resources



**Robert J. Morgan**  
rmorgan@porterwright.com  
p +1 614.227.2186



**Melanie R. Martin-Jones**  
mmartin-jones@porterwright.com  
p +1 614.227.2116



**Melissa A. Barnett**  
mbarnett@porterwright.com  
p +1 614.227.2006

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# Dawn of a new Internet — mechanisms to protect your brand

BY MELISSA BARNETT ON DECEMBER 26TH, 2013

Many people have not yet heard or may not understand, but the Internet will expand vastly and quickly beyond the familiar .com, .org, and .edu top level domain names. The Internet Corporation for Assigned Names and Numbers (ICANN) launched an initiative in 2008 to enable the introduction of new generic top level domains (gTLDs). The **primary reason** for the expansion is to promote competition in the domain name market while continuing to ensure the Internet's security and stability. Though ICANN's efforts have not been without criticism, the objective is to expand the number of new gTLDs to increase competition among registry service providers and, in turn, provide greater consumer choice.

ICANN **reported** receiving 1,930 new gTLD applications during the application window, which closed March 29, 2012. Of those applications 1,815 are active. Most of these new gTLD applications are for generic terms such as .app, .auto, .car, .music, .shopping, .singles. But ICANN also received a subset of applications known as ".brands" created submitted on behalf of brand owners to operate as closed registries (not open to the public) designated specifically for the brand's use — such as .apple, .chevrolet, .goodyear and .samsclub.

After receiving the applications, ICANN put each application through an initial evaluation period that began in 2012 and concluded in August 2013. The application review process evaluated several factors, taking into consideration the answers to questions regarding financial, technical, registry services or geographic names. Of those 1,930 applications, 1,736 applications passed, 32 went to **Extended Evaluation** and 121 were withdrawn from the process.

Applications that passed evaluation proceed through the duration of the program based on their complexity. Some applications will move directly to the **Transition to Delegation** stage, while others will continue through additional steps because they are involved in a dispute that requires resolution or are part of a string contention set, meaning several applicants requested the same string; for example, .app and .home.

## What does this mean for businesses?

Soon, businesses, governments and communities will be able to choose which registry they operate in, such as .app, .clothing, .music, .movie, or .shop to name just a few. ICANN predicts this introduction will not change how the Internet operates, but most likely will change the way people find information on the Internet and, most importantly for brand owners, how they will structure and enforce their online presence.

Brand owners who have spent valuable resources protecting their brands on the Internet in the current platform not only will have the usual domain name spaces to police and protect, but also, in the blink of an eye, will have to consider the risk posed by almost 1,400 new gTLDs. This seems like a daunting task, especially for brand owners who are just coming around to this idea or even just learning about this expansion of the Internet.

## Protection mechanisms

Fortunately, ICANN has put specific protection mechanisms in place to help protect trademark holders' valuable intellectual property rights; however, the holders need to take advantage of these services to benefit. New registries are required to offer designated time periods to allow trademark holders to protect their intellectual property rights before the domain name registries are open to the general public, as mandated by ICANN.

Two primary sources of protection, called Sunrise Services and Trademark Claims Services, are built into the Registry Agreement that all new gTLD registry owners must sign. The Trademark Clearinghouse (TMCH) manages these services. The TMCH is a centralized database of verified trademarks that is connected to each and every new gTLD that will launch in the next few years. To benefit from these services, which are summarized below, brand owners must submit their trademark data to the TMCH for verification.

**Sunrise Services** are an initial period that must last at least 30 days before domain names are offered to the general public. Each new gTLD must hold a Sunrise period that allows trademark owners to pre-register and safeguard the domain names that match their marks. Once the TMCH receives a claim of ownership of a mark, it will verify the data and create an SMD file, which is a unique device that allows the brand owner access to every Sunrise period for every new gTLD.

**Trademark Claims Services** come into effect after the Sunrise period has concluded. ICANN also mandates these services for all new gTLDs. Trademark Claims Services provide for two notifications to warn domain name registrants and trademark holders of possible infringements. First, if an entity attempts to register a potential domain name related to a trademark already entered in the TMCH, the entity will receive a warning notice that includes the registered trademark and description of goods and services. If that entity receives this notice, then continues to register the domain name, the trademark holder will receive a notification of the domain name registration. This service immediately alerts the trademark holder of possible infringement so the company can take appropriate action.

The first Sunrise period opened Oct. 31, 2013. Several Sunrise periods have opened since then and are in the process of domain name preregistrations for marks already verified in the TMCH. An essential component of brand owners' ability to combat infringement on the Internet is registering their marks in the TMCH. They also should develop new processes designed to efficiently and cost-effectively protect brands in the new gTLD environment.

Just as trademark owners have engaged in strategic, protective domain name registration in the past — for .com, .org or even .xxx domain names — they should consider using the TMCH to protect their trademarks and service marks, and to avoid future domain name headaches.

# “You, you, and you: Panic. The rest of you: Come with me.” – It’s time for trademark owners to arm themselves against the dot’s new friends.

BY [MELISSA BARNETT](#) ON MARCH 28TH, 2014

The Internet Corporation for Assigned Names and Numbers (ICANN) announced this week at ICANN 49 Singapore that the number of new generic top levels domains (gTLDs) that have been “delegated” — i.e., designated as ready for launch — now tops 175. Recently delegated gTLDs include:

- .london
- .nyc
- .cologne
- .trade
- .世界 (Chinese for “world/shijie”)
- .bid
- .vote
- .reviews
- .events
- .democrat
- .education
- .coffee
- .florist

[The ICANN website shows the complete list of delegated gTLDs.](#) As this number climbs, it becomes increasingly and even alarmingly important for trademark owners, regardless of whether they have vast or small trademark portfolios, to take action so they have the ability to receive notice and protect their registered marks in the rapidly expanding Internet.

## What does delegation mean to brand owners?

Logistically, delegation means that the gTLD registry can begin the “Sunrise” period. For trademark owners however, delegation signals that the battle to quash unauthorized use of domain names has begun.

The gTLD program incorporates protection mechanisms that allow IP rights holders to proactively arm themselves in combatting infringement and unlawful use. These protection mechanisms assist trademark owners in preventing the unauthorized registration of their marks as second-level domains (e.g., cafenervosa.coffee) within the new gTLDs. All registry operators are required to hold a Sunrise period and a Trademark Claims period as mandated by their signed Registry Agreement with ICANN. We discussed these mechanisms in an earlier article, but as a quick reminder:

**Sunrise** — New gTLD registry operators must conduct a Sunrise period of at least 30 days before domains are made available to the public, known as “General Availability.” Sunrise services allow trademark holders an advance opportunity to register domain names that correspond to their marks as a defensive strategy or to leverage a valuable new web address.

**Trademark Claims** — Following Sunrise, registry operators must hold a Trademark Claims period. During this time, if a potential second-level domain name registrant attempts to use a trademarked term, the registrant will receive notice that it may be infringing on a protected mark. If the potential registrant proceeds, the trademark owner will receive notice and has the opportunity to take action expeditiously.

These two protection mechanisms don't apply, however, unless protected marks are registered in ICANN's Trademark Clearinghouse (TMCH). Trademark owners should make it a top priority to register protected marks as soon as possible because new gTLDs are being delegated and launched every day. Experienced registered TMCH agents (including Porter Wright) can advise trademark owners about the registration process.

In an [article the TMCH released this week](#), data indicates that the gTLD program's protection mechanisms are working. The article reported that more than 500,000 Claims Notices have been delivered, and 95% of the queries for trademark terms are not being followed through to live registration. Though this is good news for mark owners because it indicates that would-be infringers or domain squatters are being deterred, it also illustrates the extent to which proprietary marks are being sought as second level domains by people who don't own the marks.

## Additional protection mechanisms

If brand owners fail to take proactive measures, such as registering in the TMCH, they are limited to reacting to new, potentially infringing domain names after they've registered or launched. In those instances, trademark owners can use the Uniform Rapid Suspension (URS) system or Uniform Domain Name Dispute-Resolution Policy (UDRP).

**URS** — ICANN's URS procedure is designed to offer a very rapid relief mechanism for trademark holders to combat cybersquatting and other forms of trademark infringement by domain name registrants across all new gTLDs. This procedure, just like the TMCH protection mechanisms, is incorporated into registry's Registry Agreements. This system offers less expensive and faster responses than the existing UDRP system. The URS is more useful in cases of clear-cut infringement, where there are no disputes of material fact. The remedy in a successful URS complaint will result in the suspension of the challenged name, unlike in UDRP cases in which the complainant gets control of the domain name for the duration of registration.

**UDRP** — UDRP is a dispute resolution mechanism for trademark owners to resolve clear cases of bad faith, abusive registration and use of domain names. Complainants also can use this process when domain names are confusingly similar to their trademarks or service marks. To prevail, complainants must demonstrate that the domain name registrant has no rights or legitimate interest in the disputed domain name, and that the disputed domain name has been registered and is being used in bad faith. Infringing domain names are then transferred to successful complainants' control. This method has proven effective previously, but the costs are much higher and results are less certain compared with the proactive measures incorporated by ICANN through the TMCH Trademark Claims period and the URS procedure.

## Advice for brand owners

Brand owners can enjoy many benefits related to the launch of ICANN's new gTLD program, such as new opportunities for investment, enhanced choice and competition, new business model opportunities, and brand management and online marketing practices. But these benefits are coupled with troublesome, and potentially costly, consequences if brand owners are not informed and prepared for the launch of new gTLDs.

It is imperative for trademark holders to establish and implement processes for monitoring and policing new gTLDs. Investing proactively in registering marks in the TMCH, evaluating current domain name holdings and developing brand protection strategies is likely to be significantly less expensive than enforcing your mark rights after a mark has been registered and used without authorization as a new domain name.

# Another sunrise, another new beginning. New gTLDs delegated and set to launch; are you ready?

BY [MELISSA BARNETT](#) ON APRIL 7TH, 2014

## New to the delegation pool

ICANN delegates new gTLDs daily, which keeps trademark owners on their toes. Since our last blog article, new gTLD delegations include:

.gop	.country
.ryukya	.商城(xn--czru2d) – Chinese for “mall”
.yokohama	.horse
.rest	.fishing
.saarland	.vegas
.consulting	.miami
.vodka	.archi
.haus	.black
.cooking	.ren
.moe	.meet
.rodeo	.sohu

The most recent additions will join the [growing list of gTLDs](#) that can begin their Sunrise periods. It is important to remember that though many gTLDs are allowing Sunrise periods to last longer than 30 days, they are required to have only a 30-day period.

## gTLDs beginning Sunrise

Sunrise periods can quickly come and go — notice to the unwary. Following is a list of gTLDs set to launch and their corresponding Sunrise periods.

gTLD	Sunrise Opens	Sunrise Closes
.tokyo	04-07-2014	06-06-2014
.ДЕТИ (children)	04-07-2014	06-06-2014
.community	04-08-2014	06-07-2014
.catering	04-08-2014	06-07-2014
.cleaning	04-08-2014	06-07-2014
.cards	04-08-2014	06-07-2014
.moda	04-09-2014	06-09-2014
.voting	04-15-2014	06-16-2014
.kaufen	04-16-2014	06-16-2014



<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.best	04-17-2014	06-17-2014
.actor	04-30-2014	06-30-2014

Before the general public can seek to register second-level domains (the letters or words to the left of the final dot), all new registry operators must conduct a Sunrise period of at least 30 days. During this Sunrise period, the trademark owner has the opportunity to register domain names that match its trademark in the new gTLD before that gTLD becomes available to the general public.

Each registry operator has its own procedure for accepting Sunrise registrations, which can be an aggravating path to follow. One registry operator giant, Donuts Inc., allows Sunrise registrants the ability to obtain a Sunrise registration through an approved registrar, such as GoDaddy.com. Currently, there is a \$160 nonrefundable application fee associated with this type of registration on top of the domain name registration fee, which is set by the registry. This is just one example of how to obtain a Sunrise registration — but, again, every new gTLD operator has its own procedure.

## **gTLDs in Sunrise ... Look closely because many are closing soon**

Following is a list of all Sunrise periods that are open now and accepting Sunrise registrations.

<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.wien	02-11-2014	04-30-2014
.viajes	02-11-2014	04-14-2014
.codes	02-11-2014	04-14-2014
.farm	02-11-2014	04-12-2014
.zone	02-18-2014	04-19-2014
.boutique	02-18-2014	04-19-2014
.bargains	02-18-2014	04-19-2014
.agency	02-18-2014	04-19-2014
.cheap	02-18-2014	04-19-2014
.immobilien	02-19-2014	04-21-2014
.ninja	02-19-2014	04-21-2014
.nagoya	02-20-2014	02-21-2014
.watch	02-25-2014	04-26-2014
.cool	02-25-2014	04-26-2014
.social	02-25-2014	04-28-2014
.futbol	02-26-2014	04-28-2014
.reviews	02-26-2014	04-28-2014
.wiki	03-03-2014	05-05-2014
.works	03-04-2014	05-03-2014
.expert	03-04-2014	05-03-2014
.exposed	03-11-2014	05-10-2014

gTLD	Sunrise Opens	Sunrise Closes
.red	03-11-2014	04-11-2014
.kim	03-11-2014	04-11-2014
.foundation	03-11-2014	05-10-2014
.shiksha	03-11-2014	04-11-2014
.pink	03-11-2014	04-11-2014
.移动 (mobile)	03-14-2014	04-13-2014
.blue	03-14-2014	04-13-2014
.wed	03-17-2014	04-18-2014
.flights	03-18-2014	05-17-2014
.rentals	03-18-2014	05-17-2014
.cruises	03-18-2014	05-17-2014
.villas	03-18-2014	05-31-2014
.vacations	03-18-2014	05-17-2014
.xyz	03-19-2014	N/A
.tienda	03-25-2014	05-24-2014
.condos	03-25-2014	05-24-2014
.maison	03-25-2014	05-24-2014
.properties	03-25-2014	05-24-2014
.webcam	03-31-2014	05-30-2014
.bid	03-31-2014	05-30-2014
.trade	03-31-2014	05-30-2014
.productions	04-01-2014	05-31-2014
.partners	04-01-2014	05-31-2014
.dating	04-01-2014	05-31-2014
.pub	04-02-2014	06-02-2014
.jetzt	04-02-2014	06-01-2014
.世界 (world)	04-02-2014	06-02-2014
.qpon	04-02-2014	05-02-2014

For trademark holders to take advantage of Sunrise registration periods, they must have registered already in the Trademark Clearinghouse (TMCH) and obtained a verified signed mark date (SMD) file, which is generated by the TMCH. The SMD file will then need to be transmitted to the registry operator to verify the rights of the trademark holder. For more information about how to register in the TMCH, read our [recent article](#).

## Landrush ... will it be a stampede?

Registry operators also are conducting a period known as Landrush, which comes after Sunrise and before general availability. During landrush, individuals looking to obtain a second-level domain within a new gTLD can pay for priority pre-registration or pre-registration, depending on the registry operator's procedures.

Priority pre-registration is generally conducted in phases, and the first phase is typically the most expensive. For example, .holiday's Phase 1 priority pre-registration fee is \$12,569.99 and Phase 2 is \$3,194.99. Contrast these costs with Phase 5, which is \$219.99. Any individual can purchase a priority pre-registration "spot-holder."

If there are no other purchasers in that phase, then the individual will obtain the second-level domain after paying the registration fee, which is in addition to the purchase price of the priority pre-registration fee. If there are no purchasers within a specific phase, then the second-level domain will remain available and proceed to the next phase.

If there are multiple purchasers, however, they will participate in a private auction. Whoever is willing to pay the most will obtain the domain after paying the winning registration fee. Those who are unsuccessful at the private auction will receive a refund of their priority pre-registration fees.

If no one has purchased a particular domain after all phases of priority pre-registration are completed, there is a period of pre-registration prior to general availability, which comes at a significantly lower cost. Continuing our example of .holiday, the pre-registration fee is \$69.99. Pre-registration is conducted on a first-come, first-served basis.

Again, each registry operator can conduct landrush as they wish; this is simply an example of what some prominent new gTLD operators are doing. During this phase, Trademark Claims Services will notify a potential second-level domain registrant of a trademark holders rights, and will notify a trademark holder if the registrant proceeds to registration after receiving notification.

The following gTLDs have recently closed their Sunrise periods and may be conducting landrush at this time.

<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.marketing	02-04-2014	04-07-2014
.holiday	02-04-2014	04-05-2014
.luxury	02-05-2014	04-06-2014
.democrat	02-05-2014	04-07-2014
.dance	02-05-2014	04-07-2014
.rich	02-06-2014	04-07-2014

## **What to do?**

Trademark owners should engage in strategic planning to protect their trademark portfolios, and they will be well-served to establish and implement strategic plans for monitoring and policing the gTLDs for infringements. Preparing and filing trademarks in the TMCH to take advantage of protection mechanisms should be a top priority. Trademark owners also should take proactive measures to monitor the launch of new gTLDs that may prove to be valuable assets to the brand as well as those that may be detrimental. With each new beginning, there is a new opportunity for trademark abuse, and trademark owners need to be prepared.

# gTLD weekly update: .nyc is ready for salida del sol, are you?

BY MELISSA BARNETT ON APRIL 18TH, 2014

## The sun sets on several new gTLDs

The Sunrise period has ended, or will by Monday, for the new gTLDs listed below.

gTLD	Sunrise Opens	Sunrise Closes
.red	03-11-2014	04-11-2014
.kim	03-11-2014	04-11-2014
.shiksha	03-11-2014	04-11-2014
.pink	03-11-2014	04-11-2014
.farm	02-11-2014	04-12-2014
.viajes	02-11-2014	04-14-201
.codes	02-11-2014	04-14-2014
.blue	03-14-2014	04-13-2014
.wed	03-17-2014	04-18-2014
.zone	02-18-2014	04-19-2014
.boutique	02-18-2014	04-19-2014
.bargains	02-18-2014	04-19-2014
.agency	02-18-2014	04-19-2014
.cheap	02-18-2014	04-19-2014
.immobilien	02-19-2014	04-21-2014
.ninja	02-19-2014	04-21-2014

After Sunrise, gTLDs enter a Landrush period — when individuals seeking second-level domains within a new gTLD can pay for pre-registration — before they become available to the general public. (Read more about Landrush in last week's gTLD post.) If any of these gTLDs are of interest to your brands or business, now is the time to take action.

## Nearly two dozen gTLDs get the green light

More than a dozen new gTLDs closed Sunrise periods in the past week, and the Internet Corporation for Assigned Names and Numbers (ICANN) is keeping up the momentum. Since our previous article, ICANN has delegated 20 additional gTLDs.

.网址 — Chinese for “network address”

.rocks

.college

.feedback

.desi

.capital

.eus

.gripe

.engineering  
.services  
.lease  
.toys  
.town  
.career  
.media

.reisen  
.associates  
.gal  
.university  
.pictures  
.quebec

The most recent additions will join the [growing list of gTLDs](#) that can begin Sunrise periods, which are required to be at least 30 days, though many are allowing for longer timespans.

Recently launched gTLDs and their corresponding Sunrise periods include:

<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.archi	04/08/2014	05/08/2014
.bar	04/09/2014	06/08/2014
.rest	04/09/2014	06/08/2014
.cooking	04/15/2014	06/15/2014
.voting	04/15/2014	05/16/2014
.vodka	04/15/2014	06/15/2014
.rodeo	04/15/2014	06/16/2014
.kaufen	04/16/2014	06/16/2014
.consulting	04/16/2014	06/16/2014
.best	04/17/2014	05/17/2014

If those don't pique your interest, take a look at these soon-to-launch gTLDs:

<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.london	04/29/2014	07/31/2014
.rocks	04/30/2014	06/30/2014
.actor	04/30/2014	06/30/2014
.nyc	05/05/2014	06/20/2014
.商城 (mall)	05/08/2014	06/07/2014
.moe ("geek")	05/13/2014	06/13/2014
.haus	05/14/2014	07/14/2014
.cologne	06/12/2014	07/13/2014
.koeln	06/12/2014	07/13/2014

The .nyc domain is one of the most anticipated new gTLDs. It's set to launch on Cinco de Mayo and is considered to be a flagship gTLD in the largest Internet expansion in history. With this expansion, many businesses, organizations and individuals are ready to adopt new online identities. Anyone managing New York-based trademarks should plan now for the launch of .nyc so they can protect and enhance their valuable ideas, services, organizations or businesses.

# gTLD weekly update: April 25, 2014

BY MELISSA BARNETT ON APRIL 25TH, 2014

## The sun sets on several new gTLDs

The Sunrise period has ended, or will by the end of April, for the new gTLDs listed below.

gTLD	Sunrise Opens	Sunrise Closes
.watch	02/25/2014	04/26/2014
.cool	02/25/2014	04/26/2014
.social	02/25/2014	04/28/2014
.futbol	02/26/2014	04/28/2014
.reviews	02/26/2014	04/28/2014
.wien	02-11-2014	04/30/2014

After Sunrise, gTLDs enter a Landrush period — when individuals seeking second-level domains within a new gTLD can pay for pre-registration — before they become available to the general public. (Read more about Landrush in a previous gTLD post.) If any of these gTLDs are of interest to your brands or business, now is the time to take action.

## Almost two dozen gTLDs are new to the delegation pool

Since our previous article, ICANN has delegated 23 additional gTLDs.

.frogans	.furniture
.paris	.gratis
.soy	.financial
.foo	.investments
.schule	.surgery
.fitness	.fund
.clinic	.wtf
.blackfriday	.tax
.discount	.limited
.cash	.moscow
.care	.москва– Russian for “Moscow/ moskva”
.dental	

The most recent additions will join the [growing list of gTLDs](#) that can begin Sunrise periods, which are required to be at least 30 days, though many are allowing for longer timespans. Sunrise periods are currently open for the following gTLDs.

gTLD	Sunrise Opens	Sunrise Closes
.works	03/04/2014	05/03/2014
.expert	03/04/2015	05/03/2014

<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.wiki	03/03/2014	05/05/2014
.archi	04/08/2014	05/08/2014
.foundation	03/11/2014	05/10/2014
.exposed	03/11/2014	05/10/2014
.voting	04/15/2014	05/17/2014
.cruises	04/18/2014	05/17/2014
.rentals	03/18/2014	05/17/2014
.vacations	03/18/2014	05/17/2014
.flights	03/18/2014	05/17/2014
.xyz	03/19/2014	05/20/2014
.condos	03/25/2014	05/24/2014
.maison	03/25/2014	05/24/2014
.tienda	03/25/2014	05/24/2014
.properties	03/25/2014	05/24/2014
.webcam	03/31/2014	05/30/2014
.bid	03/31/2014	05/30/2014
.trade	03/31/2014	05/30/2014
.villas	03/18/2014	05/31/2014
.dating	04/01/2014	05/31/2014
.events	04/01/2014	05/31/2014
.partners	04/01/2014	05/31/2014
.productions	04/01/2014	05/31/2014
.pub	04/02/2014	06/02/2014
.qpon	04/02/2014	06/02/2014
.jetzt	04/02/2014	06/02/2014
.世界 (world)	04/02/2014	06/02/2014
.Д Е Т И (children)	04/07/2014	06/06/2014
.tokyo	04/07/2014	06/06/2014
.cleaning	04/08/2014	06/07/2014
.cards	04/08/2014	06/07/2014
.community	04/08/2014	06/07/2014
.catering	04/08/2014	06/07/2014
.bar	04/09/2014	06/08/2014
.rest	04/08/2014	06/07/2014
.best	04/08/2014	06/07/2014
.moda	04/09/2014	06/09/2014
.cooking	04/15/2014	06/15/2014

<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.vodka	04/15/2014	06/15/2014
.rodeo	04/15/2014	06/16/2014
.kaufen	04/16/2014	06/16/2014
.consulting	04/16/2014	06/16/2014

And these gTLDs will launch soon:

<b>gTLD</b>	<b>Sunrise Opens</b>	<b>Sunrise Closes</b>
.london	04/29/2014	07/31/2014
.rocks	04/30/2014	06/30/2014
.actor	04/30/2014	06/30/2014
.nyc	05/05/2014	06/20/2014
.商城 (mall)	05/08/2014	06/07/2014
.moe (“geek”)	05/13/2014	06/13/2014
.haus	05/14/2014	07/14/2014
.cologne	06/12/2014	07/13/2014
.koeln	06/12/2014	07/13/2014



# A donut for everyone, just in time for swimsuit season

BY [MELISSA BARNETT](#) ON MAY 2ND, 2014

The new gTLD giant, Donuts, Inc., is the world's largest registry for new generic top level domains, applying for more than 300 new gTLDs during ICANN's application phase. ([Read the full list of Donuts, Inc.'s applications.](#)) According to the [company's schedule](#), more than 100 new gTLDs will have launched by the end of May. Registrations in all new gTLDs total 600,000 so far, and Donuts makes up nearly 80% of that total with approximately 500,000 registrations. Here's a full list of Donuts gTLDs set to launch this month:

gTLD	Sunrise opens	Sunrise closes	Early access
.capital	05/06/14	07/05/14	07/09/14
.engineering	05/06/14	07/05/14	07/09/14
.exchange	05/06/14	07/05/14	07/09/14
.gripe	05/06/14	07/05/14	07/09/14
.associates	05/13/14	07/12/14	07/16/14
.lease	05/13/14	07/12/14	07/16/14
.media	05/13/14	07/12/14	07/16/14
.pictures	05/13/14	07/12/14	07/16/14
.reisen (German for "travel")	05/20/14	07/19/14	07/23/14
.toys	05/20/14	07/19/14	07/23/14
.university	05/20/14	07/19/14	07/23/14
.town	05/20/14	07/19/14	07/23/14
.wtf	05/27/14	07/26/14	07/30/14
.fail	05/27/14	07/26/14	07/30/14
.financial	05/27/14	07/26/14	07/30/14
.limited	05/27/14	07/26/14	07/30/14

And these are just some of the gTLDs lunching this month. The non-Donuts gTLDs with May launch dates are:

gTLD	Sunrise opens	Sunrise closes
.nyc	05/05/14	06/20/14
.商城 (mall)	05/08/14	06/07/14
.moe ("geek")	05/13/14	06/13/14
.haus	05/14/14	06/14/14

And these are the gTLDs in the midst of Sunrise:

<b>gTLD</b>	<b>Sunrise opens</b>	<b>Sunrise closes</b>
.qpon	04/02/14	05/02/14
.works	03/04/14	05/03/14
.expert	03/04/14	05/03/14
.wiki	03/03/14	05/05/14
.archi	04/08/14	05/08/14
.foundation	03/11/14	05/10/14
.exposed	03/11/14	05/10/14
.voting	04/15/14	05/16/14
.best	03/17/14	05/17/14
.cruises	03/18/14	05/17/14
.rentals	03/18/14	05/17/14
.vacations	03/18/14	05/17/14
.flights	03/18/14	05/17/14
.xyz	03/19/14	05/20/14
.wang	04/21/14	05/21/14
.condos	03/25/14	05/24/14
.maison	03/25/14	05/24/14
.tienda	03/25/14	05/24/14
.properties	03/25/14	05/24/14
.webcam	03/31/14	05/30/14
.bid	03/31/14	05/30/14
.trade	03/31/14	05/30/14
.villas	03/18/14	05/31/14
.dating	04/01/14	05/31/14
.events	04/01/14	05/31/14
.partners	04/01/14	05/31/14
.productions	04/01/14	05/31/14
.jetzt	04/02/14	06/01/14
.pub	04/02/14	06/02/14
.ink	03/31/14	06/02/14
.世界 (world)	04/02/14	06/02/14
.Д E T И (children)	04/07/14	06/06/14
.tokyo	04/07/14	06/06/14
.cleaning	04/08/14	06/07/14
.cards	04/08/14	06/07/14
.community	04/08/14	06/07/14

<b>gTLD</b>	<b>Sunrise opens</b>	<b>Sunrise closes</b>
.catering	04/08/14	06/07/14
.bar	04/09/14	06/08/14
.rest	04/09/14	06/08/14
.moda	04/09/14	06/09/14
.supplies	04/30/14	06/14/14
.supply	04/15/14	06/14/14
.parts	04/15/14	06/14/14
.fishing	04/15/14	06/15/14
.horse	04/15/14	06/15/14
.cooking	04/15/14	06/15/14
.tools	04/15/14	06/15/14
.industries	04/15/14	06/15/14
.country	04/15/14	06/15/14
.vodka	04/15/14	06/15/14
.rodeo	04/15/14	06/16/14
.kaufen	04/16/14	06/16/14
.consulting	04/16/14	06/16/14
.report	04/22/14	06/21/14
.vision	04/22/14	06/21/14
.services	04/22/14	06/21/14
.fish	04/22/14	06/21/14
.gop	04/28/14	06/30/14
.actor	04/30/14	06/30/14
.rocks	04/30/14	06/30/14
.blackfriday	05/01/14	06/30/14
.christmas	05/01/14	06/30/14
.london	04/29/14	07/31/14

Since last week's post, the gTLDs below have completed the review period and are now delegated. As a reminder, delegation means that the gTLD registry can begin the Sunrise period, one of the first protection mechanisms implemented by ICANN.

.citic  
.wtc  
.finance  
.insure  
.creditcard  
.airforce

This rapid ramp-up of the new gTLD program in recent weeks underscores how important it is for trademark owners to take proactive measures to protect their valuable marks in this new Internet era. For more information [read Porter Wright's law alert about gTLDs](#) — and remember that, as a registered agent of ICANN's Trademark Clearinghouse, [our attorneys can help develop and implement your gTLD strategy](#).

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