

CLEARINGHOUSE



Webinar .SECURITY, .PROTECTION



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

. SECURITY, .PROTECTION by Shayan Rostam
Global Director Registry Operations .XYZ

.Q & A

39.629

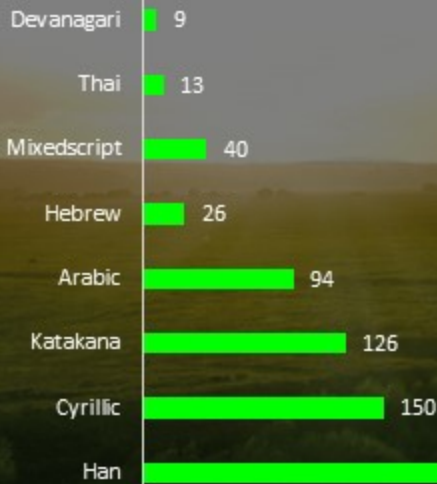
marks submitted

45,79% submitted for multiple years

80,66% registered by agents

93,30% are verified

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Marks from 109 countries & covering 121 jurisdictions
For a total of 106.239 trademark years

207.930 claims notifications sent out to TM-holders
222.368 ongoing notifications sent out to TM-holders

4.137 marks have expired

updated: December 17th 2015

ACTIVE SUNRISE PERIODS








<p>SUNRISE PERIOD ACTIVE</p> <p><u>.theatre</u> .THEATRE</p> <p>Sunrise closes: Tue, 19 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.yachts</u> .yachts</p> <p>Sunrise closes: Sun, 31 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.feedback</u> .feedback</p> <p>Sunrise closes: Wed, 6 January '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.コム (com)</u></p> <p>Sunrise closes: Sun, 31 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.auto</u> .AUTO</p> <p>Sunrise closes: Tue, 12 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.boats</u> .boats</p> <p>Sunrise closes: Mon, 1 February '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.wine</u></p> <p>Sunrise closes: Sat, 16 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.reit</u> REIT</p> <p>Sunrise closes: Sun, 20 December '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.vin</u></p> <p>Sunrise closes: Sat, 16 January '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.cloud</u> .CLOUD</p> <p>Sunrise closes: Fri, 15 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.family</u></p> <p>Sunrise closes: Sat, 9 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.office</u> Office</p> <p>Sunrise closes: Wed, 6 January '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.lasalle</u> LaSalle INVESTMENT MANAGEMENT</p> <p>Sunrise closes: Thu, 14 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.car</u> .CAR</p> <p>Sunrise closes: Tue, 12 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.cars</u> .CARS</p> <p>Sunrise closes: Tue, 12 January '16</p>

For more information on
Sunrise Launches visit:

<http://sunrise.clearinghouse.org>

AWAITING SUNRISE PERIODS



<p>AWAITING SUNRISE LAUNCH</p> <p>.homes </p> <p>Sunrise starts: Mon, 7 March '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p>.protection </p> <p>Sunrise starts: Thu, 17 December '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p>.security </p> <p>Sunrise starts: Thu, 17 December '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p>.istanbul</p> <p>Sunrise starts: Wed, 27 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p>.ist</p> <p>Sunrise starts: Wed, 27 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p>.mom</p> <p>Sunrise starts: Tue, 12 January '16</p>
<p>AWAITING SUNRISE LAUNCH</p> <p>.barcelona </p> <p>Sunrise starts: Tue, 12 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p>.bible </p> <p>Sunrise starts: Wed, 6 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p>.bet</p> <p>Sunrise starts: Tue, 5 January '16</p>

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.SECURITY, .PROTECTION

Trademark Registration
& Best Practices



Security



Protection

<https://www.go.security>

Shayan Rostam
Global Director of Registry Operations
sr@gen.xyz

XYZ.COM LLC overview

- .Security & .Protection are operated by XYZ.COM LLC, the experienced team behind the internet's most popular new domain extension, .xyz
- XYZ is unlocking new real estate on the web through its global domain extensions - .xyz, .College, .Rent, .Cars, .Car, .Auto, and .Theatre – for the next generation of internet users
- Since 2014, XYZ and its TLDs have garnered publicity through stories in nearly every established international publication



• **Security**
• **Protection**

Establish & maintain trust

- With the cyber security market expected to grow from \$75 billion to \$170 billion by 2020,¹ online security has become a top priority for businesses of all sizes
- .Security & .Protection are the open namespaces for businesses and professionals to establish instant trust and authority
- From home security to data protection, all companies can create consumer confidence with .Security and .Protection domains:
 - Internet & cyber security
 - Identity protection
 - Home security
 - Corporate security
 - Home, life, & auto insurance
 - Private & event security
 - Personal defense
 - Security systems & products
 - Brand protection
 - Security professionals

¹"Cyber Security Market worth \$170.21 Billion by 2020."
Markets And Markets

Create consumer confidence

- Sunrise period is open NOW - January 19
- .Security & .Protections domains will be immediately awarded upon registration on a first-come, first-served basis
- No auctions will be held
- No premium or registry reserved names – 1 character, 2 character, and city names are all available now
- There are no restrictions to register .Security & .Protection domains. However, active websites must use SSL and DNSSec
- Recommended retail price of \$3,000 per year
- Complimentary white-glove migration service available at registrant's option
- Learn more at <https://www.go.security>

• **Security**
• **Protection**

Naming best practices

Category	Generic Domains	Suggested Domains
Internet & cyber security	BusinessName.Security BusinessType.Protection BusinessLocation.Security	Norton.Security NortonVirus.Protection NortonInternet.Security
Identity protection	BusinessName.Protection BusinessType.Protection	Nealson.Protection NealsonID.Protection
Home security	BusinessName.Security BusinessService.Security BusinessProduct.Security BusinessLocation.Security	ABC.Security ABCHome.Security ABCautomated.Security ABCLosAngeles.Security
Corporate security	BusinessName.Security BusinessService.Security BusinessProduct.Security BusinessLocation.Security	Smith.Security SmithOffice.Security SmithAfterhours.Security SmithChicago.Security
Home, life, & auto insurance	InsuranceBusiness.Protection InsuranceType.Protection InsuranceLocation.Protection	Farmers.Protection FarmersHome.Protection FarmersAtlanta.Protection

Naming best practices

Category	Generic Domains	Suggested Domains
Private & event security	EventName.Security EventType.Security	Summerfest2016.Security LiveMusic.Security
Personal defense	DefenseProduct.Protection DefenseClass.Protection DefenseLocation.Protection	PepperSpray.Protection JiuJitsu.Protection SelfDefenseNYC.Protection
Security systems & products	BusinessName.Security BusinessType.Security BusinessProduct.Security BusinessService.Security	Shields.Security ShieldsSystems.Security ShieldsAlarms.Security ShieldsGuards.Security
Brand protection	BusinessName.Protection BusinessService.Protection	Nealson.Protection NealsonBrand.Protection
Security professionals	FirstNameLastName.Security FirstNameLastName.Protection FamilyName.Protection	JohnSmith.Security JohnSmith.Protection SmithFamily.Protection

The newest security protocol

Domain Status	SSL	DNSSec	Notes
Sunrise Registration	-	-	Must be registered in the TMCH
Stock Symbol (Landrush) Registration	-	-	WHOIS info must be for a publicly traded company
Early Access Period Registration	-	-	No restrictions
General Availability Registration	-	-	No restrictions
Registered, inactive	-	-	No SSL / DNSSec required
Registered, redirecting	-	-	No SSL / DNSSec required
Registered, active website	Required	Required	Registry will scan zone for SSL / DNSSec on active websites only
Renewal	-	-	No SSL / DNSSec required

.Security & .Protection launch timeline

- Sunrise: for eligible brands (*standard renewal fees*)
- Landrush: 1 day period to secure ticker symbols, such as AAPL.Security and GOOG.Protection (*standard renewal fees*)
- EAP: Public priority registration. Register trademark variations, keywords, and other brand-related domains (*standard renewal fees*)
- No premium or registry reserved names during any launch phase
- Learn more at <https://www.Go.Security>

1

Sunrise

Dec. 17, 2015 – Jan. 19, 2016

Trademark holder exclusive

2

Stock Symbol Period

January 19 – 20, 2016

Ticker symbol exclusive registration

3

Early Access Period

January 20 – 27, 2016

Public priority registration

4

General Availability

January 27, 2016

Open to the general public

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Contact:

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

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.