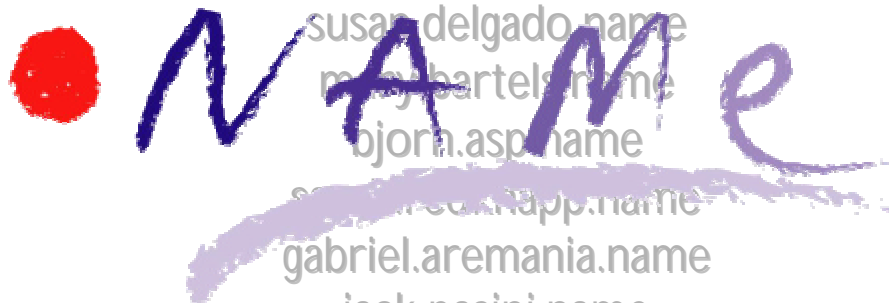


laura.flores.name  
camille.kluge.name  
adrian.lindmark.name  
jens.rai.name  
conor.kennedy.name  
anne.lupo.name  
marie.ojala.name  
peter.haynes.name  
john.malisheva.name  
james.sevilla.name  
chloe.hancock.name  
emma.bjornsen.name  
ryan.tervo.name  
filip.bel.name  
john.borremans.name  
jan.kurokawa.name  
margaret.lefort.name  
thomas.jonkers.name  
sean.norregaard.name  
peter.svane.name  
jean.legendre.name  
wolfgang.higashi.name  
adrien.decorte.name  
samuel.monserrat.name

kirsten.belyakov.name  
werner.mcdaniel.name  
robert.lorusso.name  
david.kiik.name  
per.boudouma.name  
jack.raul.name  
erik.wiese.name  
megan.malmgren.name  
oscar.bianchi.name  
susan.delgado.name  
mary.bartels.name  
bjorn.asp.name  
sarah.knapp.name  
gabriel.aremania.name  
jack.pasini.name  
michel.belyakova.name  
hans.bonilla.name  
michael.baldwin.name  
nicolas.nilsson.name  
alessandro.taipale.name  
anne.torrens.name  
**hakon.haugnes.name**  
nathalie.kawada.name  
heinz.chartier.name

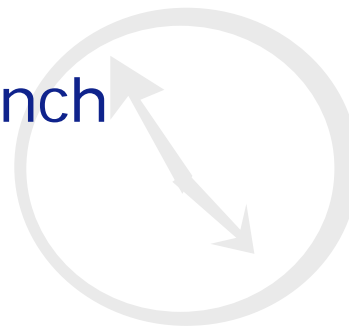
lewis.hoof.name  
simon.fukui.name  
mary.piron.name  
william.salva.name  
arne.kuisma.name  
maxime.sundby.name  
alexandr.burrows.name  
sarah.vela.name  
pierre.gorbunov.name  
niels.lai.name  
klaus.allas.name  
alessia.zaikis.name  
robin.redondo.name  
alex.wittmann.name  
aoife.kvist.name  
catherine.vilela.name  
lars.gimenes.name  
hans.schrader.name  
james.reiziger.name  
rebecca.beer.name  
anton.mari.name  
david.harm.name  
ole.gorbunova.name  
kjell.salgado.name



# Agenda

- Personal Names on the Internet today
- The .name structure and vision
- Intellectual property on .name?
- Products designed for trademark owners
- Dispute resolution
- Timeline for .name launch

mary.piron.name  
william.salva.name  
arne.kuisma.name  
maxime.sundby.name  
alexandr.burrows.name  
sarah.vela.name  
pierre.gorbunov.name  
niels.lai.name



# The lucky minority holds all the cards



**More than 75%** of the US population has had their name registered on the most popular TLDs (but not registered by themselves)

**...but only 0.0054%** of the same population could register these names

A  NAME for everyone

**More than 60%** of the population in Internet-Europe has had their name registered on the most popular TLDs (but not registered by themselves)

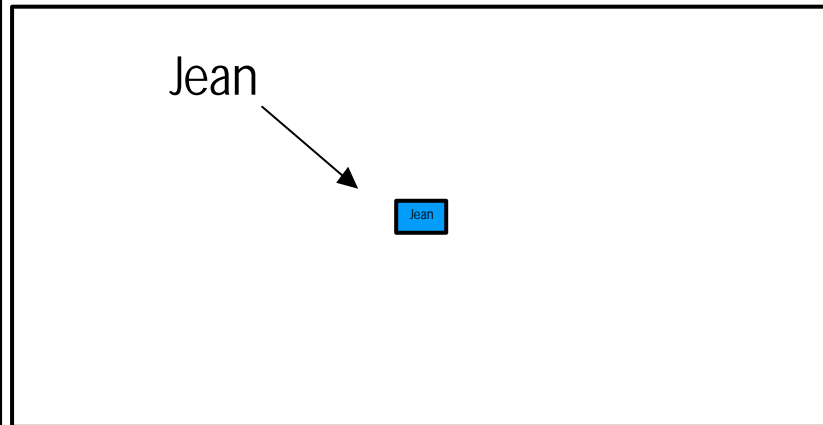
**...but less than 0.01%** of the same population could register these names

# A "normal" TLD versus the .name TLD

## Normal TLD

Waste of domain space:

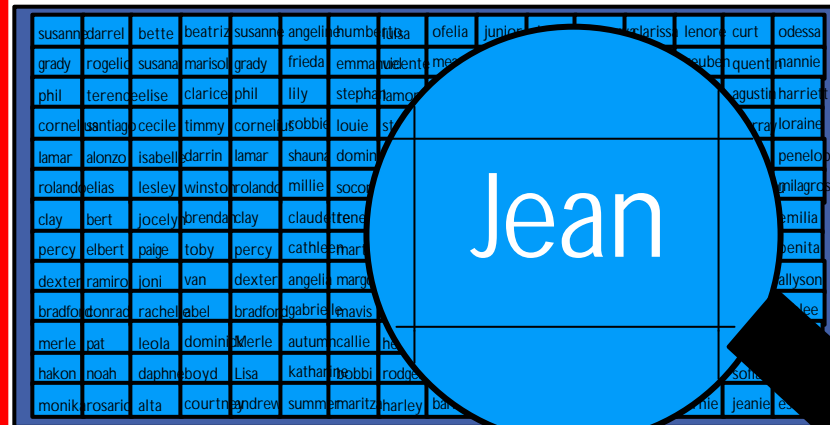
one user per  
second-level domain



*Perez.com*

**NAME**

People share the same  
second level domain



*Perez.name*

# The Internet is individuals

There are **25 million businesses** in the world.  
These businesses account for 86% of domain name registrations

Currently the world's population is **6 billion** people, and nearly 1 in 15 has some form of Internet access



# .name – a personal namespace

- Your name as a **digital identity**
  - Peter@Morgan.name
  - Peter.Morgan.name
- A **life-long** address that follows you
  - across all stages in life
  - across platforms and networks
  - ....just like your name
- **Easy** to remember
  - Stay in touch with a .name
  - It is your name



Jennifer.Smith.NAME  
JOSE@GARCTA.NAME  
Paul.Jackson.NAME  
KIM.LEE.NAME  
Martin@Dupont.NAME

# Current status of IP services

- "Sunrise" period started August 15 by the opening of the .name Registrar Extranet
- Namewatch and Defensive Registrations are being rolled out
- Marketing campaigns for both IP products and Personal Names about to launch
- Closing date for trademarks to register for a Defensive Registration: **Nov 12**

# Products

Intellectual property

namewatch

defensive  
REGISTRATIONS



iluv.ibmserver.name

ibm.name



# Nameswatch

- A detection and monitoring service against abuse:
  - Coca-Cola -> **Cocacola.sucks.name**
  - Disney -> **Cheap.Disney-Products.name**
  - Hilfiger -> **Timmy.Hilfiger.name**
  - Smith -> **John.Smith.name**
- Subscribers receive a report summarizing all new .name registrations containing a defined character string
- Reports daily, weekly or monthly
- **Continuously available**



emma.bjornsen.name  
ryan.tervo.name  
filip.bel.name  
robert.lorusso.name  
**John.iloveibm.name**  
jan.kurokawa.name  
margaret.lefort.name  
thomas.jonkers.name  
sean.norregaard.name

# Defensive Registrations

## Standard

- blocks **exact 2<sup>nd</sup> + 3<sup>rd</sup> level** registrations
  - IBM.ThinkPad.name
  - Ford.Mondeo.name
  - Donald.Duck.name
  - Microsoft.Office.name
  - Login.AOL.name
- Cheaper option
  - 200-300 USD

## Premium

- blocks string on **both 2<sup>nd</sup> & 3<sup>rd</sup> level**
- ANY combination is blocked from registration
  - IBM.Thinkpad.name
  - IBM.Products.name
  - Server.IBM.name
  - Solutions.IBM.name
  - \*.IBM.name
  - IBM.\*.name
- Premium option
  - Approx 1500 USD

A Defensive registration must be **identical to a trademark**, nationally registered prior to April 16, 2001

**Only available until November 12**

# Rollout progress

- Marketing campaigns and co-marketing
  - Co-marketing campaigns about to start
  - Material for Registrars and their resellers
- Registrars
  - .name Registrar Extranet opened Aug 15
  - 40 registrars completed .name agreement
  - 15 registrars doing .name pre-registrations



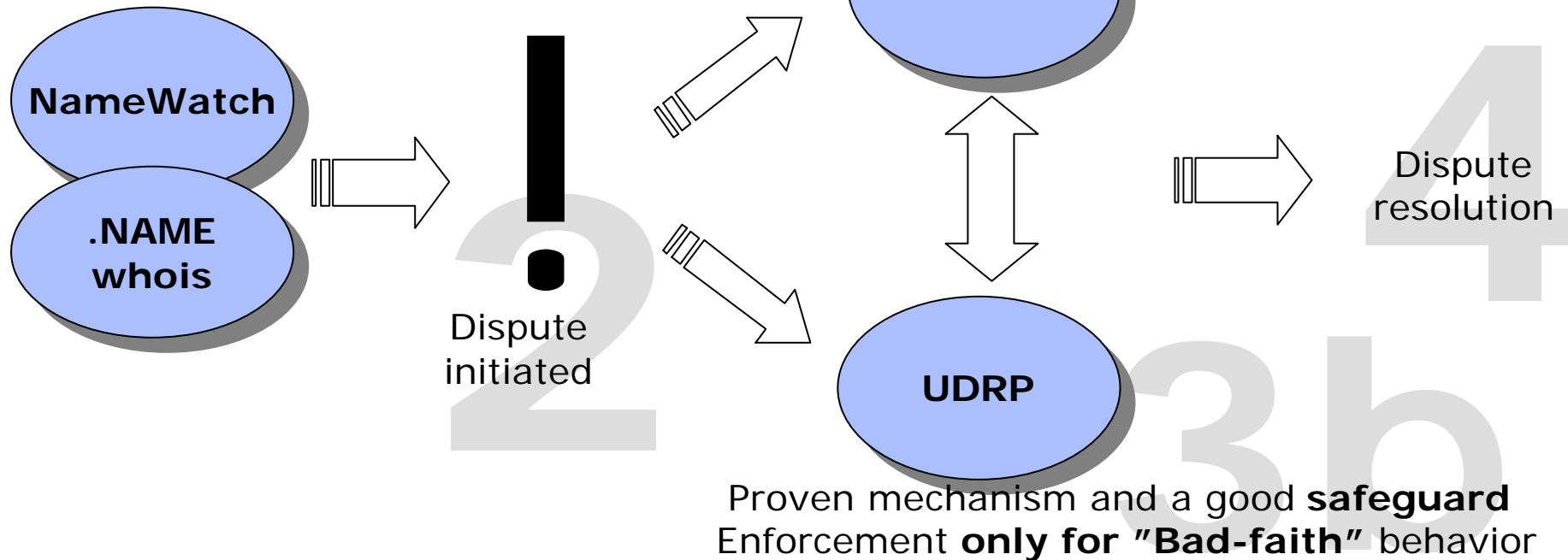
# Dispute resolution

- ERDRP is being implemented
- Eligibility requirements
  - Defensive Registrations: Registered trademark
  - NameWatch: None
  - Personal Names: =name or fictional character
- ICANN Accredited Dispute Resolution Providers
  - WIPO and Eresolution preparing process
- Two types of disputes available
  - Defensive Registrations – from Nov 12
  - Personal Registrations – from Dec 13

# Dispute process

A **new** process **exclusively** on the **.name** TLD  
**Faster** and cheaper process.  
Enforces the **Eligibility** Requirements on **.Name**  
**Remedies** breaches

**NameWatch** report or investigation in the **centralized WHOIS** leads to suspicion of breach



# Timeline for .name rollout

- **Approval Process: Aug 15- Nov 1**
    - Registrar Accreditation
  - **Sunrise Period: Aug 15 – Nov 12**
    - Registration of NameWatch and Defensive Registrations
  - **Landrush Period: Aug 15 – Nov 22**
    - Pre-registration of domain names and SLD Email forwarding
  - **Processing period: Nov 22 – Dec 13**
    - Random allocation
  - **Commencement: Dec 13**
    - Registrations go live in DNS
- 

For more information

[www.nic.name](http://www.nic.name)

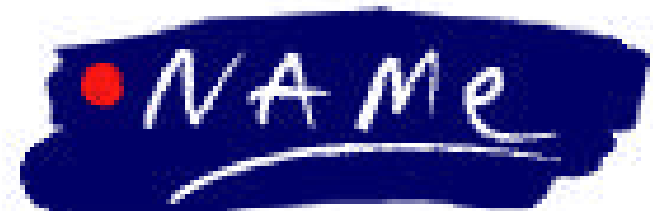
Hakon@Haugnes.name

hhaugnes@gnr.com

+44 207 025 2200

Or contact the .name Approved  
Registrars, to be found at  
[www.nic.name](http://www.nic.name)

OFFICIAL PROVIDER



Exit





**WHOIS**



# Whois

- **Two tier structure:**
  - Extensive WHOIS service for Intellectual property owners
  - Privacy Whois for public access
- **Illegal** to use WHOIS for **spamming**, data-mining and marketing purposes
- **New Feature** in Extensive WHOIS: "Registration pattern"
  - Trace the registration pattern of a Registrant
- Whois is available from **Dec 12**



# Extensive Whois

## Information required for Extensive Whois

- A declaration that the data is being requested for a lawful reason, and that the data will not be used for marketing purposes, spamming or any other improper purpose.
- A declaration that you are:
  - Investigating and defending a possible violation of intellectual property; or
  - Seeking information for use by a law-enforcement agency
  - In pursuit of defamation proceedings; or
  - Collecting information for use within the applicable Dispute Resolution Procedures under the UDRP or ERDRP
  - Understanding that providing false information is ILLEGAL
- Your full contact details and the email address where the report will be sent



# **More on Defensive Registrations**



# Eligibility for Defensive Registrations

- Nationally Registered Trademark, prior to April 16, 2001
- Trademark identical to Defensive Registration
  - Where there is a space between the textual elements of a registered mark, the trademark owner may elect at its discretion to replace the space with a hyphen, combine the elements together to form a continuous string, or register the mark as a combined second and third level Defensive Registration.
  - Thus, for example, the registered mark "Sample Mark" could be registered as any or all of the following:
    - (1) <any string>.samplemark.name;
    - (2) <any string>.sample-mark.name;
    - (3) samplemark.<any string>.name;
    - (4) sample-mark.<any string>.name;
    - (5) samplemark.samplemark.name;
    - (6) sample-mark.samplemark.name;
    - (7) samplemark.sample-mark.name;
    - (8) sample-mark.sample-mark.name; or
    - (9) sample.mark.name
- **For full info:**
  - <http://www.icann.org/tlds/agreements/name/registry-agmt-appl-03jul01.htm>
  - <http://www.icann.org/tlds/agreements/name/registry-agmt-appm-03jul01.htm>

# Challenge and consent

## Challenge:

- A Defensive Registration can be challenged in the ERDRP by a person whose name has been blocked by the Defensive Registration
  - Example: A Premium Defensive Registration on "Smith" would block any person with the name Smith from registering. John Smith could challenge the Defensive Registration "Smith"
- Should a third successful challenge to the Defensive Registration happen, the Defensive Registration will be cancelled ("three strikes")
- The costs of a successful challenge shall be borne by the Defensive Registrant
- The costs of an unsuccessful challenge shall be borne by the challenger

## Consent:

- The Defensive Registrant may alternatively consent to the registration of a domain name that conflicts with such Defensive Registration.
- A consent does not count as a strike for the purpose of challenge.
- No monetary or other remuneration may be demanded in return for the consent

## For full info:

- <http://www.icann.org/tlds/agreements/name/registry-agmt-appl-03jul01.htm>
- <http://www.icann.org/tlds/agreements/name/registry-agmt-appm-03jul01.htm>