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.mobi Premium Name Trademark Application Filing Guidelines

Applications under the Premium Name Trademark Application Rules for .mobi (the Rules) can only be submitted during the Premium Name Trademark Application Period, which begins Friday, September 15, 2006, 12.00 noon GMT and ends Friday, October 13, 2006, 12.00 noon GMT. The WIPO Arbitration and Mediation Center (the Center) is the sole service provider under the Rules to administer the Applications. An Expert appointed by the Center will render a decision upon an Application, determining the eligibility of an Applicant to register the Premium Name.

A. Applications

Applications must be submitted in English in hard copy and (except to the extent not available for annexes) in electronic form using the Online Application Filing Form provided by the Center pursuant to Rules, Paragraph 5(b). The information to be included in the Application is described in Paragraph 5(c) of the Rules. The Online Application Filing Form contains specific sections as well as explanations for all elements to be included in the Application.

Pursuant to Rules, Paragraph 5(c)(vii), the Application shall annex documentary evidence proving the Applicant's compliance with the Premium Name Registration Conditions in accordance with Paragraph 2(b)(i) and (ii), together with schedules indexing such evidence. The documentary evidence to be submitted shall comprise:

- (1) originals, or copies certified by the issuing trademark authority, of trademark certificates proving registration in accordance with Rules, Paragraph 2(a)(i) (iv); and
- (2) documentary evidence proving trademark use in accordance with Rules, Paragraph 2(a)(v).

Any trademark certificates in a language other than English shall be accompanied by a certified translation into English.

One signed original and two copies of the Application (with annexes) shall be sent to the Center by postal or courier service (postage pre-paid and return receipt requested) at the following address:

WIPO Arbitration and Mediation Center
34, chemin des Colombettes
1211 Geneva 20
Switzerland

There is no need for the Applicant to send any copies to the Registry.

B. Payment

In accordance with Rules, Paragraphs 5(c)(vi) and 14, an Application fee of USD 1,500 is to be paid by credit card, at the time of the submission of the Application, through one of the following means:

- By providing the credit card details under Section VI of the Online Application Filing Form, namely
 - 1) the name of the card holder (as appearing on the card);
 - 2) the card number;
 - 3) the card expiry date;
 - 4) the card type (American Express, MasterCard or Visa only).
- By contacting the Center by telephone at +41 22 338 8247.

The Application will be dismissed if required payment has not been received by the Center within ten (10) days of the filing of the Application (Rules, Paragraph 14(b)).