The Donuts Domain Protected Marks List (DPML).

Take control of your rights in the new era of the Internet

Introduction

DPML stands for the Domains Protected Marks List. Brand owners can add their trademark-related terms into the DPML and have them blocked from registration at the second level in all Donuts top-level domains (Donuts TLDs). DPML protects trademarks holders against cybersquatting at a fraction of what it would cost to defensively register the terms in Donuts TLDs.

How does DPML work?

Brand owners must submit an exact match of their mark(s) to DPML, or a term that contains their exact match mark(s). Once a term is accepted to DPML, that term is blocked from registration in all Donuts TLDs for an initial period of five years (at the mark-holder's discretion).A domain blocked by DPML is not functional, meaning it may not be used for a website URL, e-mail address or other type of domain-related functionality.

How Many TLDs will DPML protect?

Donuts will operate hundreds of TLDs. A full listing of potential Donuts TLDs is shown at www.donuts.co/dpml/tlds. Each DPML subscription applies across all TLDs operated by Donuts and cannot be applied to only a subset of Donuts TLDs.

When will Donuts TLDs launch?

Ascio expects the first Sunrise to commence October 29th and the last before mid-2014. The earlier a DPML subscription is purchased, the more useful it is. A DPML subscription does not block in any TLD a term already registered prior to the DPML subscription. Ascio recommends customers utilize DPML before the launch of the first Donuts TLD.

How do I register a DPML?

A trademark holder must first register a trademark through Ascio with the Trademark Clearinghouse (TMCH). The mark must be registered according to the "use" standard, which is the same standard for registration during the Sunrise period.

A trademark should remain current in the TMCH throughout the life of the DPML subscription. Donuts may elect to remove a DPML block for certain domains if the corresponding trademark is not kept current in the TMCH.

Exclusions

Previously Registered Domains: A term will not be blocked in any TLD where that term is already registered as a domain. If a domain is thus initially excluded from DPML, a rights holder may still subscribe to DPML (and block the term in all other Donuts TLDs). If the previously registered domain expires or is deleted, DPML protection will then automatically apply to that TLD.

Premium Domains: In Donuts TLDs, most domains are priced as standard. However there are a limited number of higher-priced premium names, which are ineligible for DPML block. These premium names are always generic terms.

Limitations

Other Sunrise Rights: Another trademark holder with Sunrise rights for a term may register that term as a domain name, even when a DPML subscription exists for it. This is known as an "override" and is consistent with the purpose of DPML—to block cyber squatters and not legitimate mark owners.

One and two-character DPML terms are not permitted. Three-character terms are permitted but only as an exact match of the trademark.

What if I actually want to use a domain blocked by DPML?

A DPML block on a specific domain may be overridden and the corresponding domain registered by a trademark owner with Sunrise rights to that domain. An override can be performed at any time and can be initiated by the owner of the DPML account or by another trademark owner. The party requesting the override must have an exact-match, Sunrise-eligible trademark for the domain.

Example: ACME Manufacturing subscribes to DPML to block its trademarked ACME term in all Donuts TLDs. ACME Plumbing, which owns a trademark that contains the ACME term and is eligible to register domain names during Sunrise, may override the DPML block and register acme.plumbing.

Key benefits

Powerful

DPML allows brand owners to protect more than simply the exact-match trademark—DPML also protects keywords that contain the mark (minimum four characters).

Flexible

DPML allows trademark holders to protect terms in all Donuts gTLDs while retaining the ability to register specific domains during or after the "sunrise" period.

Simple

A one-time subscription protects a term for five years. Domain names blocked by DPML are not "live" on the Internet.

Affordable

DPML is a fraction of the cost of defensively registering terms in multiple gTLDs.

Examples of allowed DPML registrations

Trademark	Term selected for DPML	Term valid for DPML?	Explanation
acme	**acme**	Yes	DPML term is an exact match of the trademark
acme	**acme**eee	Yes	DPML term contains an exact match of the trademark
acme	my**acme**	Yes	DPML term contains an exact match of the trademark
abc	**abc**services	No	Trademark is fewer than four characters in length and cannot be used for "contains" DPML
acme	acm3	No	DPML term is a misspelling that does not contain an exact match of the trademark
acme	my**acme**supplier	Yes	DPML term contains an exact match of the trademark
acmeroadservice	acmeroadsservice	No	The term contains an extra "s" and does not contain an exact match of the trademark