

The RightSide Registry Domain Protected Marks List (DPML)

Introduction

Enhanced protection in the new era of the Internet

The Domains Protected Marks List (DPML) was first introduced to allow Rights Protection for brand holders in the new gTLD world. RightSide Registry has now launched their own DPML product

How does DPML work?

Brand owners may submit an exact match of their mark to DPML, or a term that contains their exact match mark. Once a term is accepted to DPML, that term is blocked from registration for all RightSide TLDs for up to 10 years. A domain blocked by DPML is not functional; therefore it may not be used for a website URL, an email address or other types of domain-related functionality.

How many TLDs will DPML protect?

RightSide Registry has initially applied to operate 24 new TLDs. A full list of potential TLDs can be found below. Each DPML subscription applies across all TLDs (current and future) operated by RightSide Registry and cannot be applied to only a subset of TLDs.

When will RightSide Registry TLDs launch?

The first RightSide TLDs are already in sunrise from February 2014 and Ascio expects the remaining TLDs to be launched over the course of 2014.

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 active in the TMCH throughout the life of the DPML subscription. RightSide Registry 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 initially excluded from DPML, a rights holder may still subscribe to DPML (and block the term in all other RightSide Registry TLDs). If the previously registered domain expires or is deleted, DPML protection will then automatically apply to that TLD.

Limitations

Premium Domains: In RightSide Registry 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.

Examples of allowed DPML registrations

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

Unblocking

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 cybersquatters and not legitimate mark owners. 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 RightSide TLDs. *ACME dance*, 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.dance.

Current list of TLD’s: The table below shows the TLD’s under RightSide Registry that will be covered by a DPML registration. The Registry plans to expand and offer more TLD’s in the future. The DPML product will cover future launches of additional TLD’s.

RightSide Registry TLDs

actor	degree	immobilien	pub	vet
airforce	democrat	kaufen	rehab	
army	dentist	lawyer	republican	
attorney	engineer	market	reviews	
auction	forsale	moda	rip	
band	futbol	mortgage	rocks	
consulting	gives	navy	social	
dance	haus	ninja	software	

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 RightSide Registry TLDs while retaining the ability to register specific domains during or after the Sunrise period.

Simple: A one-time subscription protects a term for one year. 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.

Trademark	Term selected for DPML	Term valid for DPML?	Explanation
acme	acme	Yes	DPML term is an exact match of the trademark
acme	acmeeee	Yes	DPML term contains an exact match of the trademark
acme	myacme	Yes	DPML term contains an exact match of the trademark
abc	abcservices	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	myacmesupplier	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