

The Trademark Clearinghouse

Helping protect brands

e.marketing.guru.photography.social.coffee
ers.futbol.computer.sexy.berlin.bike.on
ing.builders.guitars.education.expert.c
o.rich.ceo.club.democrat.agency.revisi
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What is the Trademark Clearinghouse?

New domains are being released every week. With more than 50% open for anyone to register, ensure protection with the TMCH.

With over 1,000 open new generic Top Level Domains (gTLD) launches during 2013 and 2014, ICANN has established a Trade Mark Clearinghouse (TMCH).

This body acts as a single database of authenticated registered trademarks to help protect brands and their intellectual property rights.

With the TMCH, Registered Brand Owners have a one-stop-solution that helps them safeguard their rights and enable participation during the launch periods of the new gTLD program.

Ascio is working closely with both

the TMCH and ICANN to ensure the implementation and operation represents value, meets IP Rights holder's needs and above all keeps our partner's customers one step ahead.

The TMCH also operates a dispute resolution process to address disputes encountered during its operation.

Any trademark holder, private person, or company can submit their trademark to the Clearinghouse. The Clearinghouse will accept, authenticate, and verify any registered trademarks, marks protected by

statue, treaty, or court validated marks as well as any other marks that constitute Intellectual Property (IP) rights in accordance with the registry's policies.

CALL US TODAY TO HEAR MORE ABOUT THE BENEFITS OF OUTSOURCING YOUR DOMAIN REGISTRATIONS TO ASCIO.

Purpose

An application to the Trademark Clearinghouse serves two main purposes:

- **Enables Sunrise-applications**
Participation in the Trademark Clearing House is the only way to pre-register brands in the sunrise-phase which precedes all new gTLD launches. This process greatly reduces the administrative burden and associated costs for trademark holders.
- **Receive notifications on possible brand infringements**
During the Trademark Claims period 60 days after the Sunrise period, trademark holders may choose to be notified immediately when someone registers a domain name, in any of the new gTLDs, that match the registered trademark.

What are the benefits?

- **Time saving**
Recording trademarks in the Clearing-house is both straightforward and time-efficient: simply submit your trademark information to Ascio and we will help you through the whole process.
- **Control**
Regardless of your new gTLD registration strategy, Ascio will notify you of possible infringements immediately enabling rights holder to quickly identify potential threats to business and brands.
- **Cost efficient**
No hidden costs are associated with the trademark verification services. The yearly renewable service will guarantee participation in the phased gTLD launches and provide claims notification services as long as the trademark remains active in the Trademark Clearinghouse.

Key facts:

- Trademark holders will be able to submit their trademark information to a centralized repository.
- After verification, the trademark holder will be able to register its corresponding domain name(s) during the pre-registration period of multiple TLDs – also known as the "Sunrise period".
- Trademark holders will also have the option to be notified when someone registers a domain name that matches their record in the TMCH.

Service	Service proposition	Direct	Ascio
1. Pre-validation	<i>In the last major TLD launches over 50% of all sunrise registrations have failed due to incorrect rights details being used. Ascio will pre-validate all objects being placed in the TMCH to minimise failure and increased costs of re-submission.</i>	✓	✓
2. Security & Storage	<i>Ascio securely stores all sunrise codes ensuring rights holders can maintain and review their portfolio in one place reducing the need to manage information across multiple systems.</i>		✓
3. Automatic renewal	<i>Ascio automatically renews all TMCH objects ensuring rights holders maintain the valuable services of the TMCH whilst reducing administration.</i>		✓
4. Proof of use validation	<i>Ascio automatically alerts rights holders when they must provide proof of use of their trademark to ensure continuation of TMCH services.</i>		✓
5. Revalidation	<i>Ascio revalidates TMCH objects prior to renewal in the TMCH and alert the rights holder to corrective action prior to the TMCH issuing updates.</i>		✓
6. Automatic use in sunrise launches	<i>Ascio systems apply sunrise codes and ownership details to all sunrise launches customers wish to participate in, reducing administrative costs and the burden of applying rights in restricted launch phases.</i>		✓
7. Trademark Claims Notices	<i>Ascio deliver claims notices to multiple email addresses ensuring organisations are always informed of potential infringing registrations and reducing the single point of failure in the TMCH direct model. The notices are also stored within customer accounts for recall if necessary.</i>	✓	✓
Additional services or requests			
8. Extension of registration monitoring	<i>The TMCH is only intended to provide claims notices during the first 60/90 days of operation of any new gTLD launch. Ascio can extend this service by monitoring all known TLD databases (new and old) and provide notice of potential infringements beyond the service of the TMCH.</i>		✓
9. Extension of the exact match rules	<i>The TMCH only provides notices of potential infringements on exact match registrations such as; trademark.gtld. The Ascio service extends these rules to provide visibility on potential infringements in registrations that use the trademark as part of a longer registration string.</i>		✓

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About Ascio

Ascio is a leading expert in domain name management, and offers the full scope of domain names to its clients; be it gTLDs, new gTLDs, or ccTLDs. Founded in 1999 and ICANN accredited ever since, Ascio currently has more than two million domains under management and employs over 300 people in offices throughout Europe and the United States. Ascio is responsible for the provision of Domain Portfolio Management services to more than 450 partners. These primarily include telecommunication and web hosting companies, internet service providers, and intellectual property law firms.

Ascio is a separate division of Netnames Group Ltd., one of the world's largest corporate brand protection specialists