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Introduction of top-level domains .PORN and .ADULT – Have you protected your trademarks properly?

The introduction of new top-level domains is well under way and the majority passes without any greater significance. However, two new top-level domains are currently introduced that demands for a standpoint, namely .PORN and .ADULT. ICM Registry, who a couple of years ago also introduced the top-level domain .XXX, is behind the introduction. As these are lines of business that you in general wish not to be associated with, it can be a good idea to protect your trademark through defensive domain registrations and in that way prevent that the trademark is registered by someone else under any of the top-level domains mentioned above.

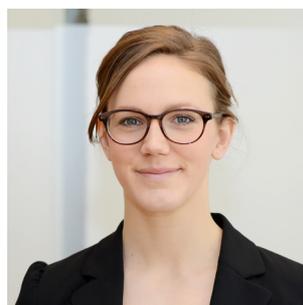
The introduction of the top-level domains is carried out through several steps. Priority is given to the trademarks that are registered with Trademark Clearinghouse (central database to which all new top-level domains are connected), other registered trademarks and trademarks that are already registered under .XXX. Trademarks that do not fall into any of the categories above can also be protected, although in a subsequent step.

We can assist you with trademark strategies and trademark registrations, and we work with partners who can assist you with a review of your need for defensive registrations, application for registration with Trademark Clearinghouse and help to determine which phase you are qualified to participate in.

Do not hesitate to contact us for further information!



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