
June 2014

New top domains launched every week – have you adequately protected your trademark?

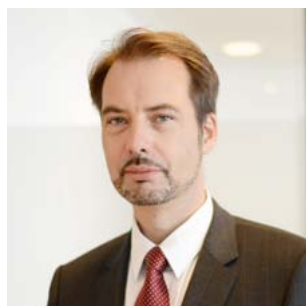
The launch of new top domains is fully under way and the top domains .luxury and .best have recently been released. In the future it will be possible to register .stockholm and .bank.

As a company, it is important to have a well thought-through strategy for how to handle new top domains and in particular how one's own trademarks – whether registered or unregistered – are to be protected. Therefore, we recommend that trademark and domain strategies are reviewed so that strategically important trademarks and domains have adequate protection.

In order adequately to protect registered trademarks we recommend that these are reported to Trademark Clearinghouse, which is a central database to which all new top domains are registered. Notification to the Trademark Clearinghouse carries a number of advantages such as priority to registration of your trademark under newly released top domains, notification if another party is trying to register your trademark and notification to another registering party that your trademark exists and is registered with the Trademark Clearinghouse.

We can assist you with your trademark strategies and trademark registrations and we work with partners who can assist you with domain strategies and notifications to Trademark Clearinghouse.

Do not hesitate to contact us for further information!



Kristian Fredrikson,
Senior Associate / Advokat



Angelica Lundqvist,
Associate
