

Implementation Plan for ". 商标" (dot Trademark) (xn--cyr694b) to Avoid Confusion with Corresponding Country Codes

Background

Trademarks are essential commercial identifiers of products and services of individuals or businesses represented through symbols. Amidst all of the development and progress, there has increasingly grown a need for authoritative online trademark representations; ones that are unified with traditional trademarks so that consumers can continue to distinguish between the goods and services of different companies and organizations. Furthermore, with an increasing prevalence of malicious online intellectual property infringements, including counterfeiting and stolen consumer information, there is an even greater need for online trademark representations to protect both brands and consumers. ". 商标" (dot Trademark) (xn--cyr694b) is born and operated In order to truly safeguard businesses and their customers online, as well as foster a healthy and sustainable internet environment. In doing so, the rigorous registration policies and verification requirement, restrictions on use, eligibility dispute resolution policy were developed to ensure that only legitimate applicant permitted to register and use domain names.

Implementation Plan

1. ". 商标" domain name Registrant Eligibility

". 商标" domain name registrations are open only to individuals, enterprises or organisations who hold proof of a valid trademark registration ("Registration Proof") or a valid trademark application (which refers to a trademark application which has not been invalidated or refused for registration) ("Application Proof").

Such Registration Proof and Application Proof must be issued by a recognised intellectual property organisation of a nation/territory/region (excluding states, provinces, cities, etc.) or a member state of the Madrid Protocol ("Designated Place"). The list of Designated Places currently adopted by the ". 商标 " Domain Registry is set out in Appendix I of the registration policy at <http://eng.internettrademark.com/category/policy/id/251>. Evidential materials relating to the Registration Proof and Application Proof are also required for supporting the registration application, which stated at paragraph 1.6 of the registration policy at <http://eng.internettrademark.com/category/policy/id/243>.

". 商标" domain name registrants shall ensure that if the domain name resolves to a website, the website shall be set up as a lawfully operated website without any fraudulent element use and relates to the underlying information of the trademark or the trademark application; If this is not the case, or the website is used for fraudulent acts, theft, misappropriation of others trademarks, involves any illegal acts or is likely to cause public confusion or is prejudicial to the public interests, the ". 商标" Domain Registry may send a warning to the registrant, or deactivate the domain name, cancel or suspend the registration.

Domain names approved for registration based on a trademark application shall only be released for use after the applicant submits Registration Proof issued by a recognised intellectual property

organisation of the relevant Designated Place and after the ". 商标" Domain Registry has approved such proof.

2. Eligibility Requirements for Two Character “. 商标” (dot Trademark) domains:

Two character “. 商标” (dot Trademark) domains are limited to registered trademark holders only. A pending trademark application is not eligible for use towards registration of one and two character “. 商标” (dot Trademark) domains.

Two character “. 商标” (dot Trademark) domains are set as registry reserved and any registration applications should be sent via e-mail to the registry for eligibility examination. Once the “. 商标” (dot Trademark) registry approves an application, the domain registration will be assigned to the sponsoring registrar that submitted the registration application on behalf of the trademark holder.