

CLEARINGHOUSE



Webinar May 20th



agenda

Webinar guidelines:

- All participants will be muted
- Questions can be posed via chat
 - Will be answered during webinar
 - Or consolidated for Q&A at the end
- If you have no audio:
 - Select “join audio” in upper left corner & dial in
- Recording & presentation will be shared

. The Clearinghouse

. Stats update

. Sunrise Calendar

. Introduction of .LONDON by Alex Kinchin-Smith

.Q & A

CLEARINGHOUSE



Trademark Clearinghouse protects IP

Triple Protection:

- Priority access to registration
Register your domain name before someone else
- Monitoring
Get notified when someone registers your name
- 3rd Party RPM's
Block your name from ever being registered

Centralized Trademark Database across all new gTLDs

One time submission

Not 1 Sunrise, but more than a 1,000

Any script, no national or regional limitations

Broad range of trademarks accepted

A vibrant sunset scene with a bright sun low on the horizon, casting a golden glow across the sky and reflecting on the water. The sky transitions from deep blue at the top to bright yellow and orange near the sun. A dark, semi-transparent rectangular overlay is positioned on the right side of the image, containing white text.

TMCH stats

. 30.086 marks

. 1 in 2 opts for multiple year registrations

. 87,5% is submitted by a TMCH agent

. 11.837 organizations from 97 countries



TMCH stats

Top 10 countries:

1. UNITED STATES
2. GERMANY
3. FRANCE
4. UNITED KINGDOM
5. SWITZERLAND
6. SPAIN
7. ITALY
8. SWEDEN
9. JAPAN
10. AUSTRALIA

. 30.086 marks

. 1 in 2 opts for multiple year registrations

. 87,5% is submitted by a TMCH agent

. 11.837 organizations from 97 countries



TMCH stats

Top 10 jurisdictions:

1. UNITED STATES
2. OHIM
3. FRANCE
4. WIPO
5. GERMANY
6. UNITED KINGDOM
7. AUSTRALIA
8. CANADA
9. SPAIN
10. CHINA

. 30.086 marks

. 1 in 2 opts for multiple year registrations

. 87,5% is submitted by a TMCH agent

. 11.837 organizations from 97 countries

. TMs in 10 different scripts and from 118 jurisdictions



CLEARINGHOUSE

TMCH stats

. 30.086 marks

. 52.046 notifications sent to TM holders

. 5.539 ongoing notifications sent

Sunrises

66 Sunrise Periods NOW active.

More stats on <http://sunrise.clearinghouse.org>

CLOSING

.wang	.condos
.maison	.properties
.tienda	.bid
.trade	.webcam
.dating	.events
.partners	.productions

JUST OPENED

.moe	.associates
.lease	.media
.pictures	.haus
.reisen	.town
.toys	.university

COMING UP

.fail	.financial
.limited	.wtf
.vegas	.citic
. 中信 (citic)	.care
. 网址 (website)	.dental
.surgery	





SUNRISE TMCH WEBINAR

.LONDON

OUR CITY

OUR DOMAIN

.LONDON

LONDON

A nighttime photograph of the London skyline, featuring several prominent skyscrapers illuminated against a dark blue sky. The buildings are lit up with warm yellow and white lights, and some have logos like 'HSBC' and 'Citigroup' visible. The scene is reflected in the water in the foreground.

37% of Fortune 500 companies operate in London

London has been voted Europe's Best City For Business for 22 years running

London is home to a workforce of 9 million people

31,500 companies in software & IT services, more than any other city in Europe

Five major airports servicing more destinations than any other European city

LONDON



London is the world's most popular tourist destination with over 16 million overseas visitors in 2013

Spending by visitors was £4.9 billion in 2013

Home to 55 Michelin-starred restaurants, more than Paris

London has over 200 museums and galleries

London Evening Standard

London Evening Standard
THEATRE AWARDS
The presenters revealed PLUS Winner of the Best Night Out Page 3



Friday 15 November 2013 **FREE** READ BY 17 MILLION EVERY DAY

LONDON GOES IT ALONE WITH OWN WEB DOMAIN
THOUSANDS OF FIRMS IN STAMPEDE TO BUY NAME



WE GOT A DOT!

Jonathan Pryor, the new business editor, says thousands of the capital's businesses are eager to get their own domain for 'dot London'. The new domain comes with a price on sale now, reports and by much anticipated job offer. The deal was sealed in a bidding war this week. They are expected to attract hundreds of businesses looking for London-based companies and to keep the capital at the cutting edge of the digital revolution. Deputy Mayor Kit Malthouse, who chairs London & Partners, the body that will oversee the domain name, will, in fact, appear for London businesses to market themselves and promote the city across the world. There have already been a number of...
Continued on page 2

RUGBY SHOWDOWN ENGLAND VERSUS NEW ZEALAND



MIKE SIMMONS
Why we must be perfect to beat the All Blacks



MAN CANTER
The magic of Kiwis' 100-cap points machine

FRIDAY SPORT PAGES 72-83

BUSTED & McFLY
McBUSTED TOUR 2014

THE BRITAIN'S SUPERHERO PERFORMING ALL THEIR HITS - TODAY! - ON ONE STAGE

FRIDAY 25 APRIL 2014 LONDON THE O2

BUY ONLINE AT **TICKETMASTER.CO.UK**
LIVENATION.CO.UK

SEE SOME PHOTOS AND GIGS ON **PHOTOFLY.CO.UK**

London Evening Standard



Homes & Property
NEW HOMES
Design compass swings to Hackney and Canary Wharf
PLUS How you can get wrapped up with Kylie from the necessary guest
44 PAGES INSIDE TODAY

Wednesday 16 April 2014 **FREE** READ BY MORE THAN 2 MILLION EVERY DAY

THE STANDARD LEADS RUSH TO ADOPT DOT LONDON WEB NAME

WE'RE FIRST TO GET A DOT!

Jonathan Pryor, the new business editor, says thousands of the capital's businesses are eager to get their own domain for 'dot London'. The new domain comes with a price on sale now, reports and by much anticipated job offer. The deal was sealed in a bidding war this week. They are expected to attract hundreds of businesses looking for London-based companies and to keep the capital at the cutting edge of the digital revolution. Deputy Mayor Kit Malthouse, who chairs London & Partners, the body that will oversee the domain name, will, in fact, appear for London businesses to market themselves and promote the city across the world. There have already been a number of...
Continued on page 2



Kate's yellow is yellow: The Duke and Duchess of Cambridge arrive in Sydney with Prince George at the start of the next stage of their tour Down Under. The royal baby was again the star attraction **REPORT** Pages 4 & 6

AUSSIES CROWN BABY GEORGE AS 'THE REPUBLICAN SLAYER'

GOOD NEWS! WAGES OUTSTRIP INFLATION PAGE 2 **WEST HAM STAR: I WAS TOO HONEST PAGE 66**

JIMMY CHOO

EXCLUSIVE CHOO.08° POP-UP STORE

AT BELFRIES BRIDGE STREET, LONDON
SHOE GALLERIES ON 2

JIMMYCHOO.COM

BUSINESS SUPPORTERS


LIBERTY
LONDON
Marco Capello
Chairman

CARNABY
Simon Quayle
Director

London Evening Standard
Andrew Mullins
Group Managing Director

EDWARDIAN GROUP
LONDON
Jasminder Singh
Chairman

SELFRIDGES & CO
Simon Forster
Executive Director

An ADRIAC Group Company
EXCEL
LONDON
David Pegler
Chief Executive


Karren Brady CBE
Vice Chairman

FORTNUM & MASON
FOUNDED 1817
Zia Zareem-Slade
Customer Experience Director


Phil McIntyre
Producer


Claire Horton
Chief Executive

METRO
BANK
Craig Donaldson
Chief Executive

LSO
London Symphony Orchestra
Karen Cardy
Marketing Director

ABP
Royal Albert Dock London
Mr Xu Weiping
Chairman

BUSINESS
DEVELOPMENT
CENTRE
Dominic Jones
Chief Executive


NEW
WEST END
COMPANY
Richard Dickinson
Chief Executive

Virgin
EXPERIENCE
DAYS
Paul O'Brien
Managing Director


David Shaw
Head of Regent Street Portfolio


Helen Fisher
Programme Director


Jan Lloyd
Chief Executive

somaco
Pramod Rao
Chief Executive

tech.hub
Andrew Tibbitts
Global Programme Director


THE LEGACY LIST
Richard Robinson
Chief Executive

TRINITY
LONDON
Sarah Kemp
Chief Executive

AVANTA
ALAN TAYLOR GROUP
Alan Pepper
Chief Executive

THE ALLSTARS
COLLECTIVE
Paul Pacifico
Chief Executive

ABSOLUTELY
MAGAZINES
Alexandra Hunter
Director

The London
Community
Foundation
Francis Salway
Chairman

ExterionMedia
Creative solutions
Jason Cotterrell
Managing Director UK

MEANTIME
LONDON
Nick Miller
Chief Executive

NIMAX
THEATRES
Nica Burns
Chief Executive

MUSEUM
OF LONDON
Sharon Ament
Director

LST
Lee Schuneman
Studio Head


GoldenTours
Experience London and the UK
Umesh Majithia
Commercial Director

London First
Baroness Jo Valentine
Chief Executive

af
Dr Chrystel Hug
Managing Director

sevenHILLS
Nick Giles &
Michael Hayman
Co Founders

LONDON
& PARTNERS
Gordon Innes
Chief Executive

'WINGS'
Bill Gritt
General Manager

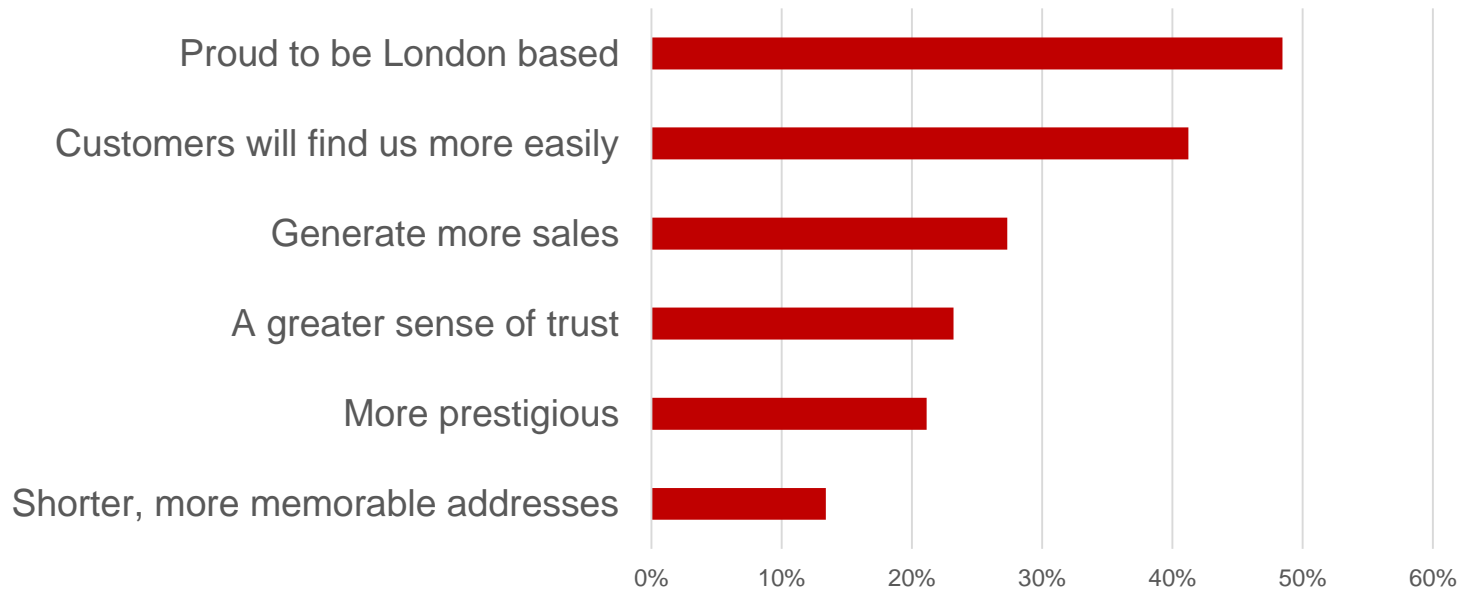
FEB
Federation of Small Business
The UK's Leading Business Organisation
Sue Terplowski
London Policy Chair

HITACHI
Inspire the Next
Andy Barr
Chief Operating Officer

DEMAND FROM SMALL BUSINESS

- 1000 SMEs polled by YouGov in January 2014
- **26% of SMEs likely to get a Dot London web address = over 200,000 businesses**

Reasons for Registering a Dot London Domain



LIVE PIONEERS

metrobank.london

symphonyorchestra.london

westhamunited.London

zomato.london



London's local bank



Borehamwood

Welcome to metrobank.london

Metro Bank is Britain's first new high street bank in over 100 years.

We launched in July 2010 and we're focused on providing our customers the best in service and convenience.

Our stores, which are open early and late 7 days a week, are based in London and the South East, and our team can be reached by phone 24 hours a day. Since we launched we've grown to more than 20 stores, with up to 200 planned by 2020.

Our customers are the most important part of our bank, so this site is dedicated to them and all the communities we serve.



ABOUT

LONDON SYMPHONY ORCHESTRA

72 London Concerts
43 Guest Artists
28 Conductors
35 Tour Destinations

The LSO has been London's Symphony Orchestra since 1904. Widely regarded as one of the world's leading orchestras, the LSO has an enviable family of artists and long-standing relationships with some of the leading musicians in the world.

The LSO is proud to be Resident Orchestra at the Barbican, where it performs around 70 concerts a year. The LSO also enjoys successful residencies at the Lincoln Center in New York and at the Salle Pleyel in Paris. Other regular tour destinations include the Far East, North America and all the major European cities.



MOORE THAN A FOOTBALL STADIUM

West Ham United

soon to be in the Queen Elizabeth Olympic Park



HISTORY BEGINS IN:

819 13 15 58
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- Tickets
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- FAQs
- Contact Us
- Farewell to the Boleyn Ground
- Community



zomato

London

Search...



LONDON LOVES TO EAT

Add to this collection!

Photograph what you're eating

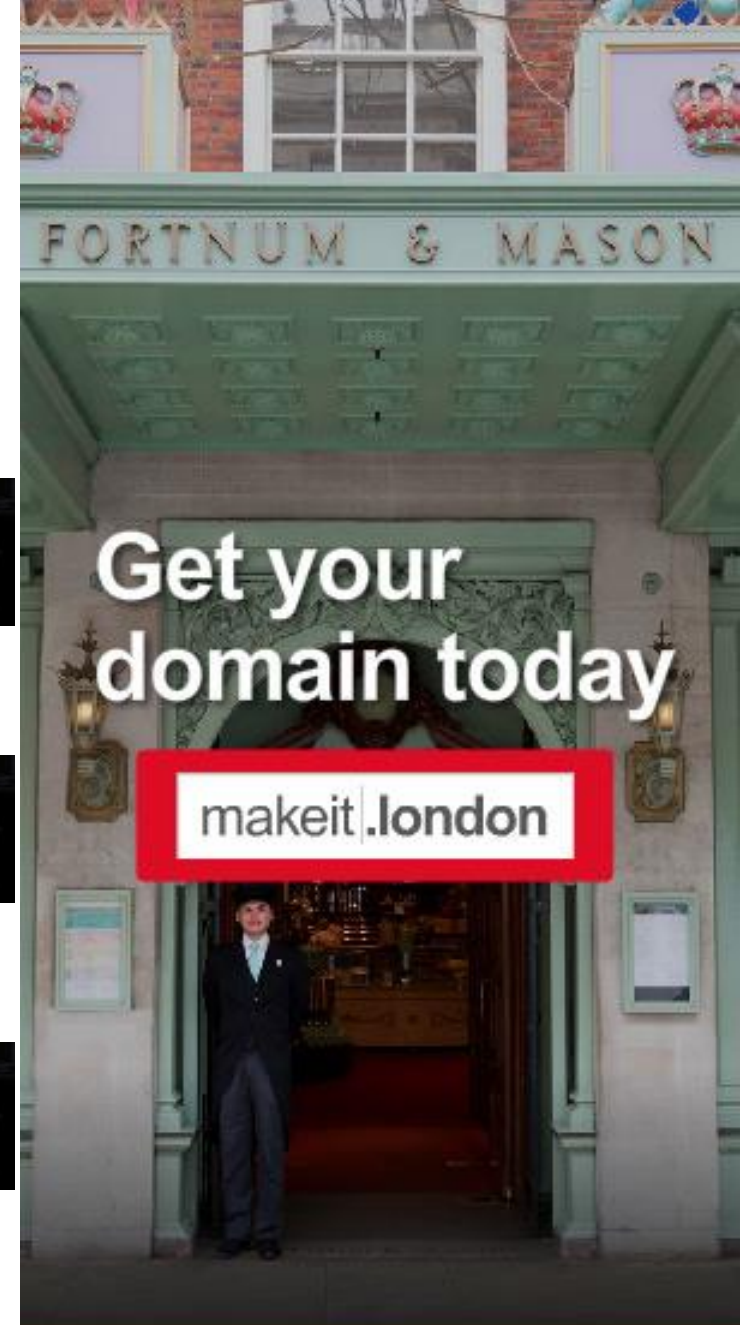
Upload the pic via the Zomato app (don't forget to tag the restaurant!)

Tweet 0

Like 0




MARKETING CAMPAIGN





Our city. Our domain.

Tell the world where you do
business with a .london web address



“Like our bespoke hats,
our web address fits just perfectly.”

fortnumandmason.london

My city. My domain.

.LONDON

LONDON PRIORITY PERIOD | HOW IT WORKS



Example cases

<p>APPLICATIONS RECEIVED</p> <p>For: apple.london</p> <ul style="list-style-type: none"> • Trademark holder • London based business called Apple Ltd <p>OUTCOME: TRADEMARK HOLDER allocated name</p>	<p>APPLICATIONS RECEIVED</p> <p>For: ageniusinvention.london</p> <ul style="list-style-type: none"> • London based individual • Someone from outside of London (rest of world) <p>OUTCOME: LONDONER allocated name</p>	<p>APPLICATIONS RECEIVED</p> <p>For: johnsmith.london</p> <ul style="list-style-type: none"> • 10 Londoners called John Smith • Londoner called Tom Jones • John Smith from Baltimore, USA <p>OUTCOME: 10 London based individuals called John Smith go to auction for johnsmith.london</p>
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SUMMARY

- London is the world's global city
- London business supports Dot London
- Pioneers programme with 25 live sites on launch
- Comprehensive online and off-line marketing campaign
- 90 day Sunrise to take advantage of the opportunity of Dot London

CONTACT US

contact@dotlondondomains.london

www.dotlondondomains.london

CLEARINGHOUSE



Q & A

CLEARINGHOUSE



Contact:

www.trademark-clearinghouse.com // info@trademark-clearinghouse.com // [@TMCHinfo](https://twitter.com/TMCHinfo)

The concepts covered in this presentation are for discussion purposes only and are not intended to be all-inclusive on the topic of the trademark clearinghouse. Many of the concepts are still in the development stage and therefore could change the development or the implementation of certain concepts and/or services in the future. As a result, Deloitte reserves the right to make any changes needed to deliver the TMCH-related services as directed by ICANN.