

CLEARINGHOUSE



Webinar
Introducing
.TAIPEI

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



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

. 34.097 marks

. 1 in 2 opts for multiple year registrations

. 87,47% is submitted by a TMCH agent

. 13.468 organizations from 104 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

. 34.097 marks

. 1 in 2 opts for multiple year registrations

. 87,47% is submitted by a TMCH agent

. 13.468 organizations from 104 countries

. TMs in 10 different scripts and from 118 jurisdictions



TMCH stats

. 34.097 marks

. 176.810 notifications sent to TM holders

119.906 Claims Notifications

56.904 Ongoing Notifications

Powerful Weapon,

.taipei

opportunity that **CAN'T** be missed !

OUTLINE

A Reasons that make Taiwan's market non-ignorable

B Benefits of Registering Dot Taipei

C Launch Phases and Applicant Qualifications of .taipei



A

Reasons why
Taiwan's market non-ignorable

A

Reasons why Taiwan's market non-ignorable

Superior Geographical Position

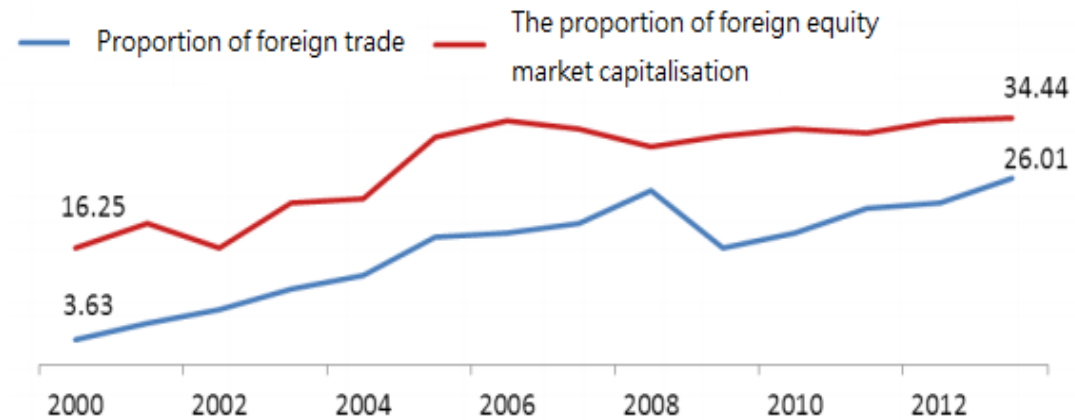


A

Reasons why Taiwan's market non-ignorable

High investment potential

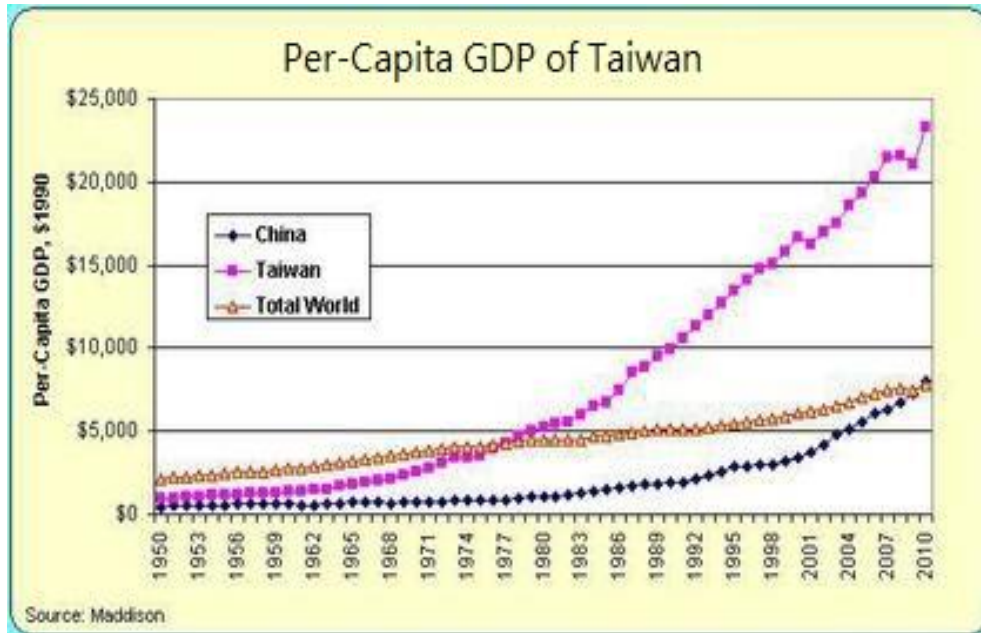
Changing condition of foreign trade



Source :TWSE 2013/06/30

A

Reasons why Taiwan's market non-ignorable



Source: The Commentator

High investment potential

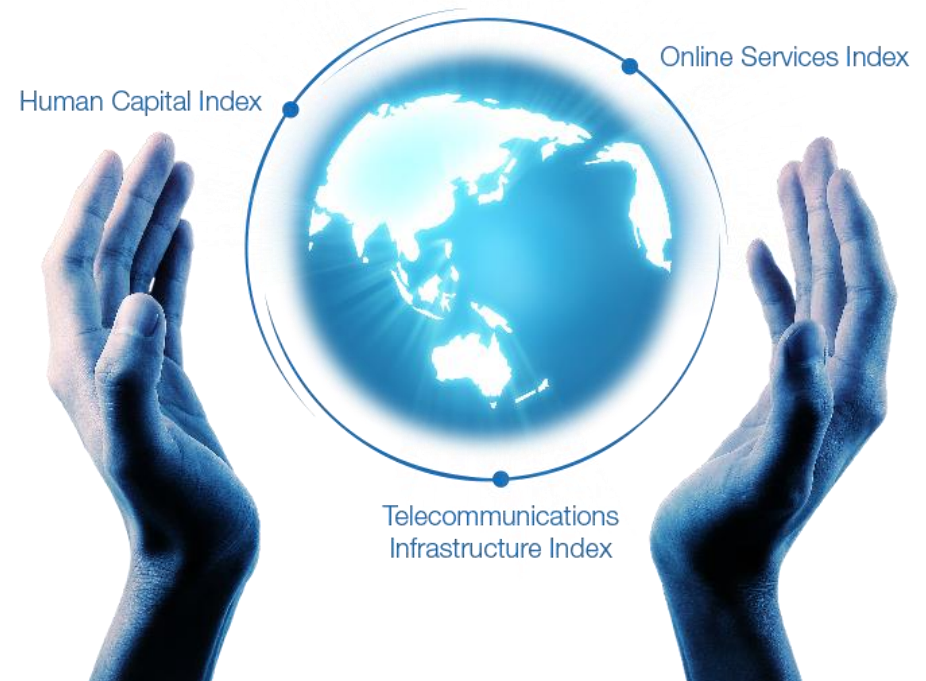
A

Reasons why
Taiwan's market non-ignorable

**Great
digital
development
ability**

TAIPEI

The E-Government Development Index
consists of three broad measurements



A

Reasons why
Taiwan's market non-ignorable

Gateway for Chinese market

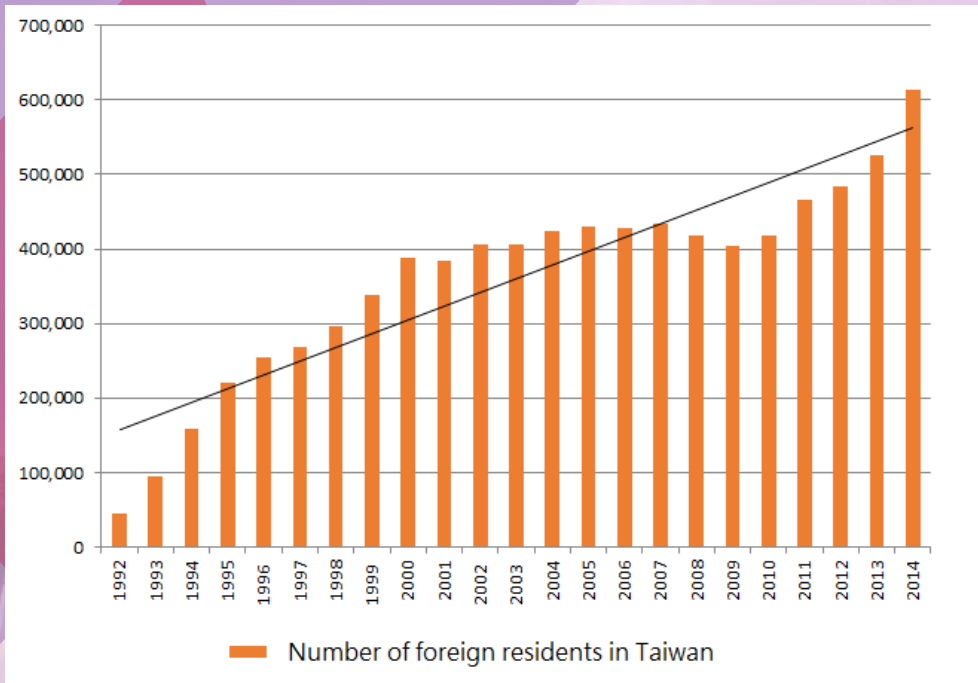


B

Benefits of Registering **.taipei**

B

Benefits of Registering **.taipei**



Source: National Immigration Agency of Taiwan

Strengthen
brand image
and
visibility in Asia

B

Benefits
of Registering **.taipei**

Easy
to adopt

“Glocalization”

B

Benefits
of Registering **.taipei**

**Springboard
to
Chinese market**



Launch Phases and Applicant Qualifications of **.taipei**



C

Launch Phases

and Applicant Qualifications of **.taipei**

Sunrise

- ✓ 12/1/2014-12/31/2014
- ✓ TMCH
- ✓ Completely Same As Trademark
- ✓ 3 years
- ✓ First Come, First Served

C

Launch Phases

and Applicant Qualifications of **.taipei**

Taipei Enterprise
sunrise period

- ✓ 1/21/2015-2/19/2015
- ✓ Enterprises Registered and Located in Taipei City and New Taipei City.
- ✓ 3 years
- ✓ Trademark Certificate
- ✓ Part of or All trademark character
- ✓ Single Chinese character
- ✓ First Come, First Served

C

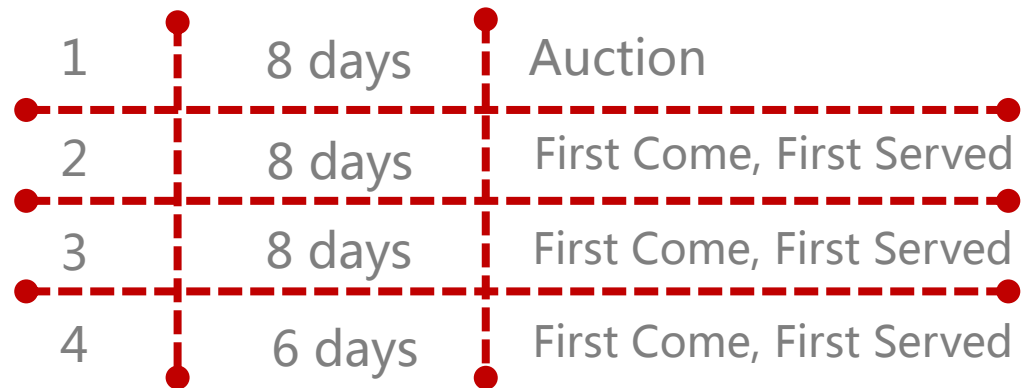
Launch Phases

and Applicant Qualifications of **.taipei**

Landrush

- ✓ 2/24/2015-3/26/2015
- ✓ No limitation to Identity and Name

✓ 4 phases



✓ 3 years

C

Launch Phases

and Applicant Qualifications of **.taipei**



General
availability

- ✓ 3/31/2015
- ✓ No limitation to Identity and Name
- ✓ 1-10 years
- ✓ First Come, First Served

Summarize

	Date	Qualifications	Name	Rules	Time
Sunrise	2014/12/1 2014/12/31	TMCH	Completely Same	First Come, First Served	3 years
Taipei Enterprise sunrise	2015/1/21 2015/2/19	<ul style="list-style-type: none"> Taipei City New Taipei City 	Part of or All characters	First Come, First Served	3 years
Landrush	2015/2/24 2015/3/26	No limitation	General Limitation	Auction First Come, First Served	3 years
General availability	2015/3/31	No Limitation	General Limitation	First Come, First Served	1-10 years



Contact Us!

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Q & A

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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.

RINDD Octobre 2013