

CLEARINGHOUSE



Webinar March 31st



## 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 .LUXURY by Monica Kirchner

### .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

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 over a body of water, with the sun low on the horizon and its light reflecting on the water. The sky transitions from a deep blue at the top to a bright orange and yellow near the sun. A dark, semi-transparent rectangular overlay is positioned on the right side of the image, containing white text.

## TMCH stats

. 28.261 marks

. 1 in 2 opts for multiple year registrations

. 88% is submitted by a TMCH agent





## 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

. 28.261 marks

. 1 in 2 opts for multiple year registrations

. 88% is submitted by a TMCH agent

. Organizations from +90 countries



## TMCH stats

## Top 10 jurisdictions:

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

. 28.261 marks


. 1 in 2 opts for multiple year registrations

. 88% is submitted by a TMCH agent

. Organizations from +90 countries

. TMs in 10 different scripts and form 115 jurisdictions





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TMCH stats

. 28.261 marks

. 29.634 notifications sent to TM holders

# Sunrises

46 Sunrise Periods NOW active.

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

## CLOSING

.holiday	.farm
.marketing	.luxury
.viajes	.dance
.democrat	.rich
.kim	.pink
.red	.shiksha
.blue	.移动(mobile)

## JUST OPENED

.wed	.villas
.flights	.rentals
.cruises	.vacations
.xyz	.tienda
.condos	.properties
.maison	.bid
.webcam	.trade

## COMING UP

.partners	.events
.productions	.dating
.qpon	.jetzt
.世界(world)	.pub
.community	.tokyo
.ДЕТИ(children)	.cards
.catering	.cleaning
.moda	



The background of the entire image is a dense field of out-of-focus, warm-toned lights, creating a bokeh effect. The lights vary in intensity from a soft golden glow to a bright, almost white light, set against a dark, almost black background. The overall effect is one of depth and shimmer, reminiscent of a night sky or a festive light display.

**.LUXURY**

LUXURY HAS A NEW DOMAIN



# INTRODUCING .LUXURY

WE'VE BEEN EXPECTING YOU

.LUXURY



The background of the slide is a dense, repeating pattern of light blue circles and squares on a white background. A solid dark blue horizontal band runs across the middle of the slide, containing the main text.

.LUXURY IS THE NEW ONLINE  
DESTINATION FOR ALL THINGS LUXURY

.LUXURY



# WHERE LUXURY COMES TOGETHER



FASHION



TRAVEL



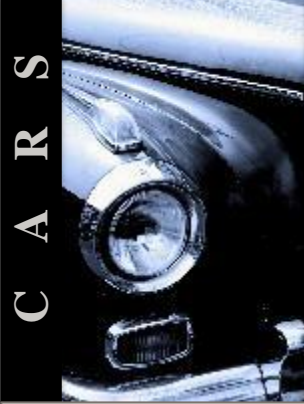
WATCHES



FOOD



HOTELS



REAL ESTATE



WINE



SHOPPING



YACHTS



JEWELRY





# .LUXURY CONSTITUENTS

Search



Brands



Experiences



Membership Sites



Products



Services



E-Commerce



Media Platforms



# LUXURY IS GOING DIGITAL...

**8 in 10**  
LUXURY BRAND  
MARKETERS  
*increased*  
digital spending in 2012

LUXURY CONSUMERS ARE TECH SAVVY:

**100%**  tablet,  laptop or desktop 

use a smartphone,

The TYPICAL AFFLUENT  
CONSUMER  
*spends roughly*

**5** hours  
/wk

**9 in 10** LUXURY BUYERS  
*search for*  
INFORMATION PRIOR  
TO MAKING A PURCHASE

**24%** ULTRA UPSCALE <sup>(\$250K+)</sup>  
HOUSEHOLDS  
➤ *plan to increase spending*  
within the next 12 months 

ONLINE PERFORMING  
 **SHOPPING**  
related activities



# CONSUMERS WANT FOCUS...

ALMOST 90%  
EXPECT LUXURY  
*websites to have a*  
.LUXURY  
DOMAIN

77% THINK A  
.LUXURY  
DOMAIN  
*will help them find the*  
BEST LUXURY  
WEBSITES

50% OF  
AFFLUENT  
CONSUMERS  
REGULARLY BUY  
LUXURY GOODS  
& SERVICES ONLINE

---

73% LIKE *the idea of an*  
ONLINE PORTAL ABOUT LUXURY

# OUR UNIQUE VALUE PROPOSITION

## AGGREGATION

Luxury goods and services will now be found in one place

## DIFFERENTIATION

For brands that need to appeal to the mass consumer there will always be .com, but .Luxury is uniquely positioned to focus on the elite customer market

## VERTICAL DEVELOPMENT

At .Luxury, we are committed to generating traffic, relevance and credibility by developing, partnering and managing key generic vertical and geographic sites

## BRAND FRIENDLY POLICIES

We endeavor to create a brand-friendly community, with registry policies and services carefully developed to protect brand interests (counterfeit/piracy)



# OUR USE CASES

## INNOVATION

Evolve your digital strategy. Join today's most innovative companies who have already committed to using new domain names for competitive advantage

## DIFFERENTIATION

Position yourself within .luxury to help differentiate your digital presence

## MARKETING

Visual impact of a domain name - memorable URL  
Use the .luxury namespace to differentiate your products and/or brand

## SECURITY

Protect your trademark

## DIVERSITY

Build a brand on .luxury, or use the .luxury domain for a new product launch or unique service offering



# OUR COMMITMENT

## ROBUST POLICIES

Strict policies prohibiting counterfeiting, trademark infringement and cybersquatting

## ENFORCEMENT

Proactive takedown cooperation  
Advanced mechanisms in place to secure namespace

## PREFERRED PRICING

Preferred pricing during Sunrise that will remain lower than market price





# TIMELINE

- **SUNRISE CLOSES APRIL 6<sup>TH</sup>**
- **Target Landrush: April 10, 2014**
- **Target GA May 19, 2014**

An aerial, top-down view of the deck of a sailboat. The deck is light-colored with dark wood trim along the edges. A woman in a pink bikini and a red hat is lying on her back, sunbathing. The boat is on a body of deep blue water. The mast and rigging are visible at the top of the frame.

# FOUNDER'S PROGRAM

Limited time offer

Use **BRAND.Luxury**

Commit to co-marketing and PR

Receive special pricing benefits

Opportunity to partner on key generic sites  
(e.g. [fashion.luxury](#)  
[watch.luxury](#)  
[auto.luxury](#))





Thank You

.LUXURY

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Q & A



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Contact:

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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.