

CLEARINGHOUSE



Webinar .SITE



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

. Stats update

. Sunrise Calendar

. .SITE by Neha Naik, Radix Registry

.Q & A

36.801

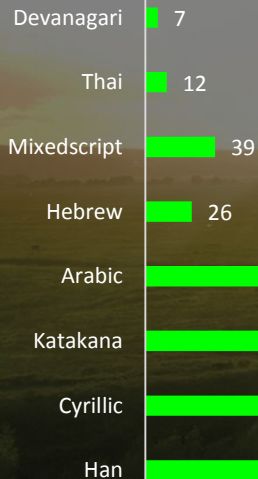
marks submitted

49,39% submitted for multiple years

83,27% registered by agents

94,39% are verified

CLEARINGHOUSE



Marks from 106 countries & covering 120 jurisdictions
For a total of 92.786 trademark years

151.162 claims notifications sent out to TM-holders
107.733 ongoing notifications sent out to TM-holders

2.638 marks have expired


updated: May 19th 2015

ACTIVE SUNRISE PERIODS

<p>SUNRISE PERIOD ACTIVE</p> <p><u>.jewelry</u></p> <p>Sunrise closes: Sat, 18 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.markets</u> </p> <p>Sunrise closes: Wed, 17 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.show</u></p> <p>Sunrise closes: Sat, 18 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.team</u></p> <p>Sunrise closes: Sat, 18 July '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.site</u> </p> <p>Sunrise closes: Mon, 6 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.love</u> </p> <p>Sunrise closes: Sun, 5 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>网店 (shop) </p> <p>Sunrise closes: Thu, 18 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.bank</u> </p> <p>Sunrise closes: Wed, 17 June '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.express</u></p> <p>Sunrise closes: Sat, 4 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.tours</u></p> <p>Sunrise closes: Sat, 27 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.golf</u></p> <p>Sunrise closes: Sat, 27 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.gold</u></p> <p>Sunrise closes: Sat, 27 June '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.plus</u></p> <p>Sunrise closes: Sat, 27 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.review</u></p> <p>Sunrise closes: Mon, 29 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.date</u></p> <p>Sunrise closes: Mon, 29 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.faith</u></p> <p>Sunrise closes: Mon, 29 June '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.sucks</u> </p> <p>Sunrise closes: Fri, 29 May '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.school</u></p> <p>Sunrise closes: Sat, 23 May '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.casino</u></p> <p>Sunrise closes: Sat, 23 May '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.football</u></p> <p>Sunrise closes: Sat, 23 May '15</p>

For more information on Sunrise Launches visit: <http://sunrise.clearinghouse.org>

ANNOUNCED SUNRISE PERIODS

<p>AWAITING SUNRISE LAUNCH</p> <p><u>.tickets</u> Dot Tickets</p> <p>Sunrise starts: Mon, 13 July '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>健康 (healthy)</u></p> <p>Sunrise starts: Tue, 7 July '15</p> 	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.online</u></p> <p>Sunrise starts: Thu, 18 June '15</p>	
<p>AWAITING SUNRISE LAUNCH</p> <p><u>.taxi</u></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.hockey</u></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.run</u></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.theater</u></p> <p>Sunrise starts: Tue, 9 June '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><u>.dog</u></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.racing</u></p> <p>Sunrise starts: Thu, 4 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.loan</u></p> <p>Sunrise starts: Thu, 4 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.accountant</u></p> <p>Sunrise starts: Thu, 4 June '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><u>.win</u></p> <p>Sunrise starts: Thu, 4 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.download</u></p> <p>Sunrise starts: Thu, 4 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.movie</u></p> <p>Sunrise starts: Tue, 2 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><u>.tech</u> .tech</p> <p>Sunrise starts: Mon, 25 May '15</p>

For more information on Sunrise Launches visit: <http://sunrise.clearinghouse.org>

CLEARINGHOUSE



.SITE



RADIX

ENABLING IDENTITIES. CREATING FUTURES

 **.site**

Location is Everything

Sunrise now LIVE!



About Radix



Dedicated to become the Registry Operator for a variety of **rich and memorable** top-level extensions in the new internet era



Applied for top **7 most valuable** new gTLDs (Source: [Sedo](#)) including .web, .site, .music



Largest new gTLD applicant from Asia with **31 applications**



Applied for **top 5** pre-reserved new gTLDs at 1&1 and top 4 at United Domains



Radix TLDs

LIVE!

 **.website**

 **.space**

.press

.HOST

LAUNCHING SOON!

 **.site**

.tech

 **.online**



.site

Location is Everything

Why every brand should consider a .SITE?



.SITE – Was Part of a Heavy Contention Set



INTERLINK





.SITE – 3rd Most Valuable New gTLD

Top Ten New gTLD Analysis Report by Sedo

- No. of Google searches
- Expected Cost-per-Click
- Number of registered .COM domains that end with site (e.g. Mybusinesssite.com as compared with Mybusiness.site)
- Number of pre-registrations

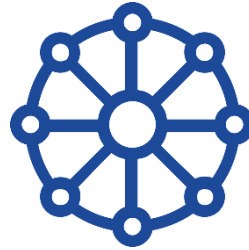


.SITE is a Generic

What is a Generic?



A TLD that cuts across Industries, Languages, Geos



Understood by customers across the Globe



Suitable for brands across ALL product segments & verticals



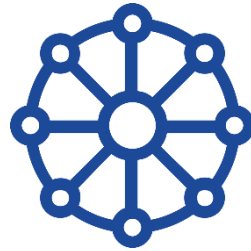
.SITE is a Generic

How .Site Meets This Criteria?



A TLD that cuts across
Industries, Languages,
Geos

.SITE is meant for
EVERYONE!



Understood by
customers across the
Globe

Understood in
9+ languages



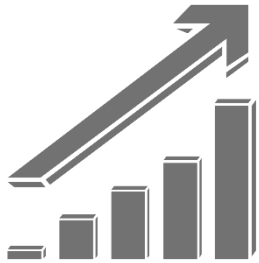
Suitable for brands
across ALL product
segments & verticals

Industry Agnostic
Fashion, tech, food industry,
automobile yourbrand.site
makes sense
Anything.site works!



Generics are Popular Amongst Customers

Fastest growing nTLDs - 6 of the Top 10 are generics



Leading Sunrise Nos



3rd largest Sunrise

based on RPM Review report created by ICANN



Generics are Popular Amongst Customers

Maximum Usability

7 of 10 generics have the highest no. of domains in **Alexa's top 1 million**

The screenshot shows the Namestat website interface. At the top, there is a navigation bar with the Namestat logo and links for 'Top 10 gTLDs', 'Summary', 'More', 'FAQ', and 'Contact'. Below this, the main content area is titled 'Top 10 Fastest Growing gTLDs' and includes a sub-section for 'Usage'. The table below lists the top 10 gTLDs, their Alexa site counts, and the number of sites in the top 1 million over the last 30 days.

Regns	Usage	Alexa sites [?]	30 days [?]	sites	trend
	.newdomain				
1	.xyz	775	66		
2	.club	355	28		
3	.link	166	12		
4	.kim	156	12		
5	.website	124	15		
6	.today	107	7		
7	.ninja	104	9		
8	.guru	86	6		
9	.science	77	28		
10	.click	63	11		



Customer Demand & Familiarity

Site is a very popular term used often while registering domains

250,000+

Existing domains have
the term 'site'

48,000+

New domains registered
with the term 'site'

procleaningsite.com	ohiocareersite.com	tannerfamilysite.com
wrightsite.com	e-bizconstructionsite.com	theofficialkellybrooksite.com
traveltaiwansite.com	alaskatravelsite.biz	griffsite.com



Mass Market Extension

- **Competitive Pricing + Strong Distribution Channel**
 - GA retail pricing - \$10 to \$20
 - 100+ Registrars accredited today
 - 100,000 pre-reg's collected already*
- **Amongst Top Pre-registered TLDs on**
 - InternetX
 - Gandi
 - OVH
 - United Domains

*Based on publicly available pre-registration data on United Domains US and Germany



Usage Ideas

For Small & Medium Businesses



Grow Your Business with a short, memorable domain name.

For Individuals



Get Your Perfect .site

For Freelancers



The right site can make all the difference

For Organizations



Make it official on your official .site



Usage Ideas

Launch Your Marketing Campaign

www.goibibo.com/offers



www.goibibo.site

Get Your own URL Shortner

www.storytelling.blogspot.com



www.storytelling.site

Blog for Your Passion

www.storytelling.blogspot.com



www.storytelling.site

Get a shorter .site URL

www.seen-site.com



www.seen.site



Launch Plan

NOW IN SUNRISE



**SUNRISE
PHASE**

7th May - 6th July

For Trademark holders



**EARLY ACCESS
PHASE**

8th July - 15th July

For early adopters,
at a premium fee



**GENERAL
AVAILABILITY**

15th July Onwards

Open for all



Launch Plan

Premium Names available
through all phases

- **Sunrise**
 - Verification via TMCH
 - End Date Sunrise
 - Multiple requests handled via an auction process
- **Early Access Phase**
 - Names available on a First Come First Serve Basis
 - 7 day reverse Dutch Auction process
 - Prices Reduce from Day 1 to Day 7
- **General Availability**
 - First Come First Serve registrations at Standard Pricing



Secure YourBrand.SITE right away!

Registrars participating in Sunrise





Thank You!

Neha Naik,

Director, Channel Partnerships

neha@radix.email

www.radix.website



Questions?



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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.