

CLEARINGHOUSE



Webinar .TECH



## 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

### . .TECH by Suman Das Category Head .TECH, Radix Registry

### .Q & A

# 37.151

marks submitted

49,23% submitted for multiple years

83,13% registered by agents

94,40% are verified

CLEARINGHOUSE



Devanagari 7

Thai 12

Mixedscript 39

Hebrew 26

Arabic 89

Katakana 122

Cyrillic 140

Han 843

Marks from 107 countries & covering 120 jurisdictions  
For a total of 93.560 trademark years

155.327 claims notifications sent out to TM-holders  
111.991 ongoing notifications sent out to TM-holders

2.711 marks have expired










updated: June 2nd 2015

# ACTIVE SUNRISE PERIODS



For more information on  
Sunrise Launches visit:

<http://sunrise.clearinghouse.org>


<p>SUNRISE PERIOD ACTIVE</p> <p><b>.tech</b> </p> <p>Sunrise closes: Fri, 24 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.erni</b> </p> <p>Sunrise closes: Mon, 20 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.mma</b> </p> <p>Sunrise closes: Mon, 20 July '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.show</b></p> <p>Sunrise closes: Sat, 18 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.team</b></p> <p>Sunrise closes: Sat, 18 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.jewelry</b></p> <p>Sunrise closes: Sat, 18 July '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.markets</b> </p> <p>Sunrise closes: Wed, 17 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>网店 (shop)</b> </p> <p>Sunrise closes: Thu, 18 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.bank</b> </p> <p>Sunrise closes: Wed, 17 June '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.site</b> </p> <p>Sunrise closes: Mon, 6 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.love</b> </p> <p>Sunrise closes: Sun, 5 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.cafe</b></p> <p>Sunrise closes: Sat, 4 July '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.news</b></p> <p>Sunrise closes: Sat, 4 July '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.express</b></p> <p>Sunrise closes: Sat, 4 July '15</p>	
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.gold</b></p> <p>Sunrise closes: Sat, 27 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.plus</b></p> <p>Sunrise closes: Sat, 27 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.tours</b></p> <p>Sunrise closes: Sat, 27 June '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.golf</b></p> <p>Sunrise closes: Sat, 27 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.faith</b></p> <p>Sunrise closes: Mon, 29 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.review</b></p> <p>Sunrise closes: Mon, 29 June '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.date</b></p> <p>Sunrise closes: Mon, 29 June '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.sucks</b> </p> <p>Sunrise closes: Fri, 19 June '15</p>	

# AWAITING SUNRISE PERIODS



For more information on  
Sunrise Launches visit:

<http://sunrise.clearinghouse.org>

<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.tickets</a> <b>Dot Tickets</b></p> <p>Sunrise starts: Mon, 13 July '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">健康 (healthy)</a></p> <p>Sunrise starts: Tue, 7 July '15</p> 	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.mango</a></p> <p>Sunrise starts: Wed, 1 July '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.online</a></p> <p>Sunrise starts: Thu, 18 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.soccer</a></p> <p>Sunrise starts: Tue, 16 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.coupons</a></p> <p>Sunrise starts: Tue, 16 June '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.dog</a></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.taxi</a></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.hockey</a></p> <p>Sunrise starts: Tue, 9 June '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.run</a></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.theater</a></p> <p>Sunrise starts: Tue, 9 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.racing</a></p> <p>Sunrise starts: Thu, 4 June '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.accountant</a></p> <p>Sunrise starts: Thu, 4 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.win</a></p> <p>Sunrise starts: Thu, 4 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.download</a></p> <p>Sunrise starts: Thu, 4 June '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.loan</a></p> <p>Sunrise starts: Thu, 4 June '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><a href="#">.movie</a></p> <p>Sunrise starts: Tue, 2 June '15</p>	

CLEARINGHOUSE



.TECH

# **.tech**

*Domain names for the new tech revolution*

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



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



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



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**

# PRESENTING

The logo features the word "tech" in a bold, lowercase, sans-serif font. A solid green circle is positioned to the left of the letter "t", serving as a dot or a bullet point.

**tech**

DOMAIN NAMES FOR THE NEW TECH REVOLUTION

**.TECH** is the next step towards progress; giving technology startups, organizations, enthusiasts and innovators, the perfect domain extension to showcase their ideas and creations.

# A HEAVY CONTENTION SET

donuts

Google

.tech

minds  
+ machines

STRAAT®



Uniregistry

# A HEAVY CONTENTION SET

donuts

Google

...Radix acquired *.tech* at \$6.76M

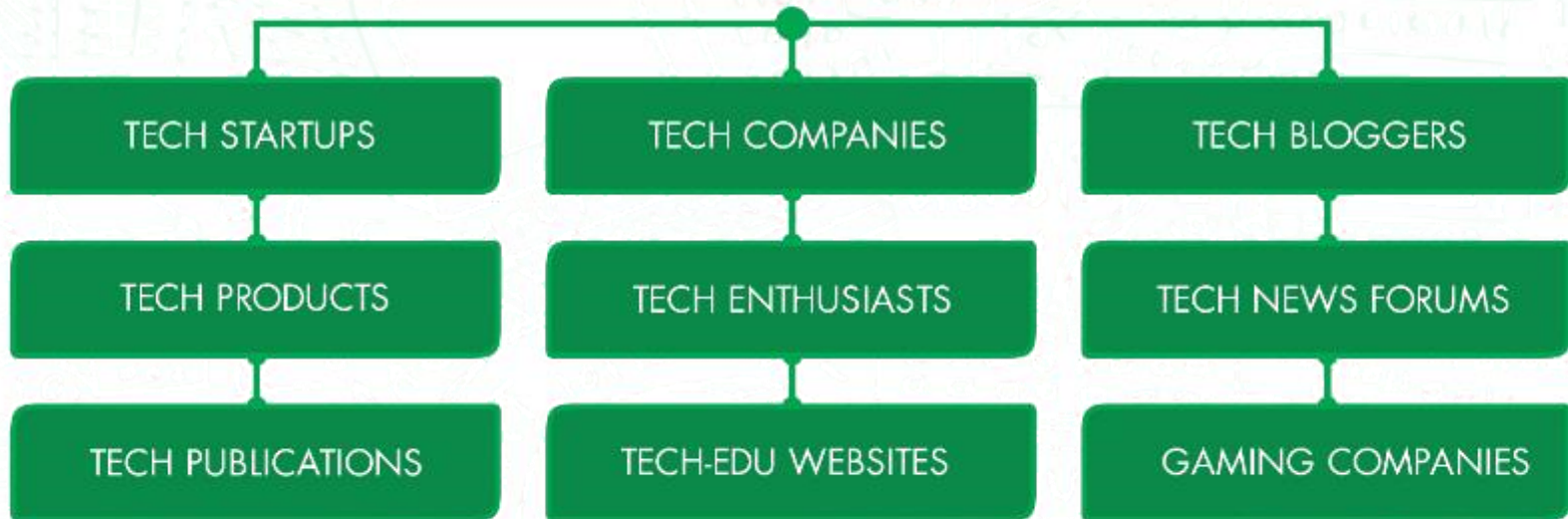
+ machines



Uniregistry

# THE TECH COMMUNITY

**.tech**



# THE TECH INDUSTRY

**1.35 Million**

Tech startups globally - 2014

**227,757**

Estimated number of technology companies in the world by 2015

**1.2 Billion**

Gamers Worldwide

**162.4 Million**

US Gaming Audience by 2015

**\$250 Billion**

Projected valuation for Cloud Computing Business by 2017

**18.2 Million**

Software Developers around the world

# THE *.TECH* POTENTIAL

Tech is already a very popular term used often while registering domains

**288,000+**

Existing domains end with the term 'tech'

**65,000+**

New domains registered with the term 'tech'

hackertech.com	hcltech.com	adtech.net
smarttech.net	alphatech.net	chiptech.com
corporatetech.com	biotech.com	cloudtech.co.nz

# THE *.TECH* POTENTIAL

## Better Branding



A .tech name clearly highlights one's business focus, specialization and brings added credibility to your brand

## Better Industry Categorization & Instant Recognition



.tech can help brands stand out of the crowd and create an immediate customer connect



# THE *.TECH* POTENTIAL



## High Quality, Category Killer Names

.tech gives brands the opportunity to acquire premium, category killer names for their product or service  
eg: nano.tech, mobile.tech etc



## Brand Extension

Brands can use .tech for new product launches, new marketing campaigns, email services etc. hence building a 360 degree identity with .tech

# HOW CAN YOU USE YOUR *.TECH*?

## Tech Companies

[www.hcltech.com](http://www.hcltech.com)



[www.hcl.tech](http://www.hcl.tech)

## Tech Products

[www.avagotech.com](http://www.avagotech.com)



[www.avago.tech](http://www.avago.tech)

## Tech Startups

[www.ducertech.com](http://www.ducertech.com)



[www.ducere.tech](http://www.ducere.tech)

## Tech Services

[www.softlayer.com](http://www.softlayer.com)



[www.softlayer.tech](http://www.softlayer.tech)

# HOW CAN YOU USE YOUR *.TECH*?

## Service Extensions

[www.techdirect.dell.com/Portal/DTDLogin.aspx](http://www.techdirect.dell.com/Portal/DTDLogin.aspx)



[www.dell.tech](http://www.dell.tech)

## Tech Blogs

[www.mycompany.blogspot.com](http://www.mycompany.blogspot.com)



[www.mycompany.tech](http://www.mycompany.tech)

## Blogs

[www.techideas.com](http://www.techideas.com)



[www.ideas.tech](http://www.ideas.tech)

## Product Launches

[www.newproduct.tech](http://www.newproduct.tech)

## Marketing Campaigns

[www.yourcampaign.tech](http://www.yourcampaign.tech)

## Email

[individual@yourbrand.tech](mailto:individual@yourbrand.tech)

# LAUNCH TIMELINES

## SUNRISE PHASE

**25<sup>th</sup> May – 24<sup>th</sup> July**

For the Trademark Holders

## EARLY ACCESS PHASE

**29<sup>th</sup> July – 5<sup>th</sup> August**

For the early adopters,  
at a premium fee

## GENERAL AVAILABILITY

**5<sup>th</sup> August Onwards**

Open for all

# LAUNCH TIMELINES

## 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

# .TECH EVERYWHERE!

## Social Media Presence

- Facebook
- Twitter
- LinkedIn

## Creative Promotions

- Ad words
- Retargeting
- Email marketing
- Viral Videos
- Banner ads
- Wing ads
- Webinars

## Strategic Partnerships

- Media buys
- Reviews
- Blogs

## Conferences

- SXSW
- Collision
- RISE
- TechCrunch
- Websummit
- and more!

# SECURE YOUR BRAND.TECH NOW!

## Registrars participating in Sunrise

**MarkMonitor**<sup>®</sup>  
PART OF THOMSON REUTERS

**NetNames**<sup>NN</sup>

**Safenames**



**lexsynergy**  
our domain is domains™

**Nameshield**  
Brand-Name Strategists



**SAFEBRANDS**  
by Mailclub  
Noms de domaine • Identité digitale • Hébergement • Certificates

**101 domain**<sup>™</sup>  
.com

**KEY-SYSTEMS**<sup>™</sup>  
Internet Solutions

**gandi.net** no bullshit™

**ascio**  
one connection

# Questions?





# THANK YOU!

Suman Das,  
Category Head, .tech domains  
suman@radix.email

[www.nic.tech](http://www.nic.tech)

[www.radix.website](http://www.radix.website)



# **.tech**

DOMAIN NAMES FOR THE NEW TECH REVOLUTION

# CLEARINGHOUSE



Contact:

[www.trademark-clearinghouse.com](http://www.trademark-clearinghouse.com) // [info@trademark-clearinghouse.com](mailto: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.