

CLEARINGHOUSE



Webinar .ONLINE



## 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

### . .ONLINE by Neha Naik

Director, Channel Partnerships Radix Registry

### .Q & A



# 37.897

marks submitted

49,04% submitted for multiple years

82,77% registered by agents

94,30% are verified

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Devanagari 7

Thai 12

Mixedscript 40

Hebrew 26

Arabic 89

Katakana 123

Cyrillic 141

Han 848

Marks from 109 countries & covering 121 jurisdictions  
For a total of 95.509 trademark years

177.776 claims notifications sent out to TM-holders  
133.228 ongoing notifications sent out to TM-holders

2.952 marks have expired




updated: July 23rd 2015

# ACTIVE SUNRISE PERIODS



For more information on  
Sunrise Launches visit:


<http://sunrise.clearinghouse.org>

<p>SUNRISE PERIOD ACTIVE</p> <p><b>.lotto</b></p> <p>Sunrise closes: Fri, 21 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.miami</b></p> <p>Sunrise closes: Fri, 18 September '15</p>	
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.courses</b></p> <p>Sunrise closes: Sun, 13 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.tickets</b> <b>Dot Tickets</b></p> <p>Sunrise closes: Fri, 11 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.men</b></p> <p>Sunrise closes: Mon, 7 September '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>健康 (healthy)</b></p> <p>Sunrise closes: Tue, 8 September '15</p> 	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.ski</b> </p> <p>Sunrise closes: Sun, 30 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.mango</b></p> <p>Sunrise closes: Sun, 2 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.mba</b></p> <p>Sunrise closes: Sat, 22 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.fyi</b></p> <p>Sunrise closes: Sat, 22 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.online</b></p> <p>Sunrise closes: Mon, 17 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.fans</b> </p> <p>Sunrise closes: Sat, 15 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.movie</b></p> <p>Sunrise closes: Sat, 15 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.soccer</b></p> <p>Sunrise closes: Sat, 15 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.coupons</b></p> <p>Sunrise closes: Sat, 15 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.taxi</b></p> <p>Sunrise closes: Sat, 8 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.hockey</b></p> <p>Sunrise closes: Sat, 8 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.theater</b></p> <p>Sunrise closes: Sat, 8 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.dog</b></p> <p>Sunrise closes: Mon, 10 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.run</b></p> <p>Sunrise closes: Sat, 8 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.accountant</b></p> <p>Sunrise closes: Mon, 3 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.racing</b></p> <p>Sunrise closes: Mon, 3 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.loan</b></p> <p>Sunrise closes: Mon, 3 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><b>.download</b></p> <p>Sunrise closes: Mon, 3 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.win</b></p> <p>Sunrise closes: Mon, 3 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><b>.tech</b> </p> <p>Sunrise closes: Fri, 24 July '15</p>

# AWAITING SUNRISE PERIODS




AWAITING SUNRISE LAUNCH

**.swiss** 


Sunrise starts:  
Mon, 7 September '15

AWAITING SUNRISE LAUNCH

**.sex** 


Sunrise starts:  
Tue, 1 September '15

AWAITING SUNRISE LAUNCH

**.gdn** 


Sunrise starts:  
Wed, 12 August '15

AWAITING SUNRISE LAUNCH

**.xin** 

Sunrise starts:  
Thu, 6 August '15

AWAITING SUNRISE LAUNCH

**.shriram** 


Sunrise starts:  
Mon, 3 August '15

AWAITING SUNRISE LAUNCH

**.rent** 

Sunrise starts:  
Mon, 3 August '15

AWAITING SUNRISE LAUNCH

**.corsica** 

Sunrise starts:  
Mon, 3 August '15

AWAITING SUNRISE LAUNCH

**.jprs** 

Sunrise starts:  
Thu, 23 July '15

For more information on  
Sunrise Launches visit:

<http://sunrise.clearinghouse.org>

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.ONLINE





**RADIX**

ENABLING IDENTITIES. CREATING FUTURES



**.online**

*Alive on the Internet*

**Now in Sunrise!**



# 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**

 **.press**

 **.site**

 **.space**

**.HOST**

LAUNCHING SOON!

**.tech**

 **.online**

# Radix's tryst with **.ONLINE**

## .ONLINE Private Auction

 Joint Venture WINS!

## Joint Venture

Tucows + **RADIX** + Namecheap

## Radix buys back .ONLINE

 Radix gains full ownership

## Radix Launches .ONLINE

.ONLINE goes LIVE in Sunrise

## .ONLINE Contenders

Donuts  
Namecheap  
Tucows  
Whatbox  
Iregistry  
Radix

 June 2012

 March 2013

 November 2014

 March 2015

 18th June 2015



**.online**

*Alive on the Internet*

**Every brand needs to get.ONLINE!**



# Universal Appeal



**Intuitive & Easy** to understand



**Global appeal:** Understood in 24+ languages



**Resonates** with what people are getting domain names for – to get ‘online’



**Not constrained** by industry, geo or use – everything can be ‘online’





# Universal Appeal – Here is Proof!

Snapshot of **brands** that have submitted **Sunrise Applications**

**500+ Sunrise requests submitted!**

Apple	Google	Jimmy Choo	Zurich Insurance	Sky Networks	
Valentino	Whats App	Bank of America	Canyon Bicycles	Dow Jones & Company	
Yves Saint Laurent	eBay	BBC	Baidu	H&M	Jaguar
Telefonica	PayPal	Swatch	Just Eat	Body Shop	20 <sup>th</sup> Century Fox
Citibank	Oculus Rift	Comcast	Lego	Paramount Pictures	Priceline



TECHNOLOGY



AUTOMOBILE



FINANCE



LIFESTYLE



TV & BROADCAST



And many more!



# Customer Familiarity

Online is a very popular term used often while registering domains

**1+ million**

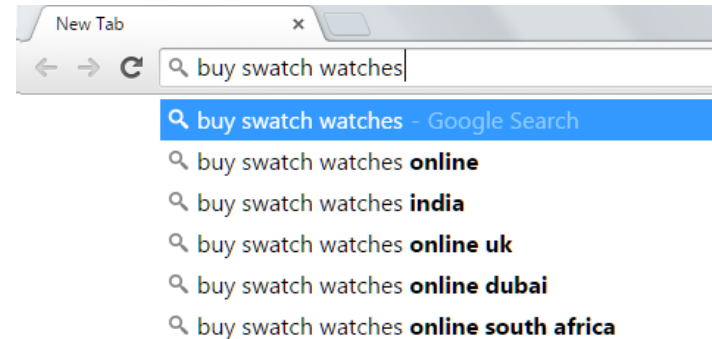
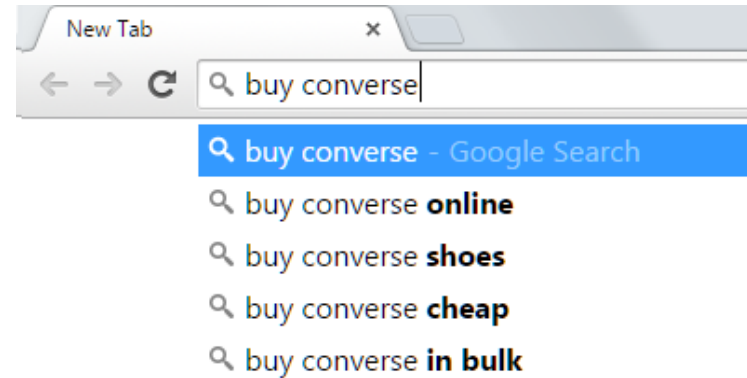
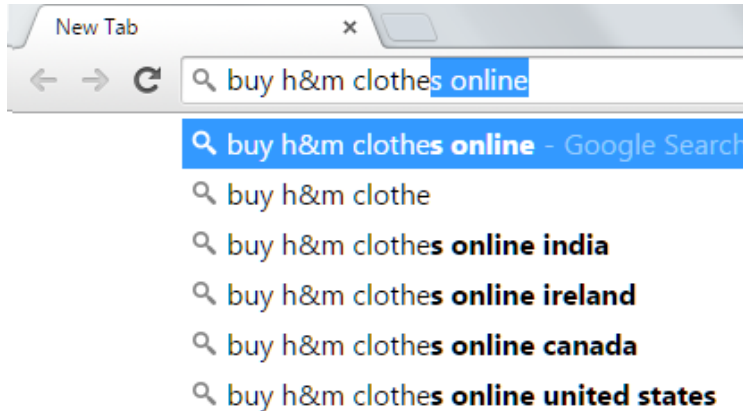
Existing domains have  
the term 'online'

**160,000+**

New domains registered  
with the term 'online' last year



# Customer search for everything ONLINE



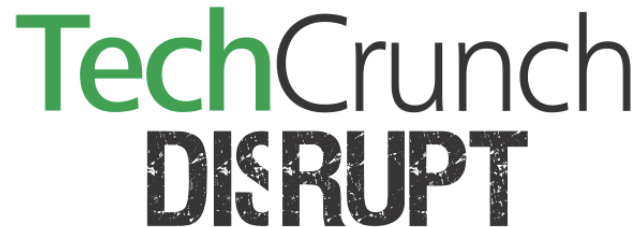
**YOUR Brand is online**  
**Control [yourbrand.ONLINE!](#)**





# We have BIGGER plans with .ONLINE

- End customers marketing at Conferences
  - Rise, HongKong – 5,000+ attendees
  - TechCrunch Disrupt, San Francisco – 5,000+ attendees
  - SXSW 2016, Texas – 40,000+ attendees
- Outdoor Marketing Plans in San Francisco
- Marquee Program





# Launch Plan

Now in Sunrise!



**SUNRISE  
PHASE**

**18<sup>th</sup> June - 17<sup>th</sup> August**

For Trademark holders



**EARLY ACCESS  
PHASE**

**19<sup>th</sup> August - 26<sup>th</sup> August**

For early adopters,  
at a premium fee



**GENERAL  
AVAILABILITY**

**26<sup>th</sup> August 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



# Get YourBrand.ONLINE Today!

Registrars participating in Sunrise







# Thank You!

Neha Naik,

Director, Channel Partnerships

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



# 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)

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