

CLEARINGHOUSE



Webinar .RENT



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

. .RENT by Shayan Rostam

Global Director of Registry Operations, XYZ

.Q & A

37.971

marks submitted

49,13% submitted for multiple years

82,72% registered by agents

94,20% are verified

CLEARINGHOUSE



Devanagari 7

Thai 12

Mixedscript 40

Hebrew 26

Arabic 89

Katakana 123

Cyrillic 141

Han 849

Marks from 109 countries & covering 121 jurisdictions
For a total of 95.809 trademark years

180.276 claims notifications sent out to TM-holders
136.993 ongoing notifications sent out to TM-holders

3.005 marks have expired











updated: August 4th 2015

ACTIVE SUNRISE PERIODS



For more information on
Sunrise Launches visit:


<http://sunrise.clearinghouse.org>

<p>SUNRISE PERIOD ACTIVE</p> <p>.ski </p> <p>Sunrise closes: Sun, 30 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.xin </p> <p>Sunrise closes: Sat, 5 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.game</p> <p>Sunrise closes: Wed, 7 October '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.shriram </p> <p>Sunrise closes: Wed, 2 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.corsica </p> <p>Sunrise closes: Tue, 6 October '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.rent </p> <p>Sunrise closes: Thu, 3 September '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.law </p> <p>Sunrise closes: Mon, 28 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.abogado </p> <p>Sunrise closes: Mon, 28 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.jprs </p> <p>Sunrise closes: Tue, 22 September '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.lotto</p> <p>Sunrise closes: Fri, 21 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.miami</p> <p>Sunrise closes: Fri, 18 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.courses</p> <p>Sunrise closes: Sun, 13 September '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.tickets </p> <p>Sunrise closes: Fri, 11 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.men</p> <p>Sunrise closes: Mon, 7 September '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>健康 (healthy) </p> <p>Sunrise closes: Tue, 8 September '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.fyi</p> <p>Sunrise closes: Sat, 22 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.mba</p> <p>Sunrise closes: Sat, 22 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.online</p> <p>Sunrise closes: Mon, 17 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.fans </p> <p>Sunrise closes: Sat, 15 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.soccer</p> <p>Sunrise closes: Sat, 15 August '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p>.coupons</p> <p>Sunrise closes: Sat, 15 August '15</p>
<p>SUNRISE PERIOD ACTIVE</p> <p>.movie</p> <p>Sunrise closes: Sat, 15 August '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

.studio

Sunrise starts:
Tue, 18 August '15


AWAITING SUNRISE LAUNCH

.live

Sunrise starts:
Tue, 18 August '15

AWAITING SUNRISE LAUNCH

.gdn



Sunrise starts:
Wed, 12 August '15

AWAITING SUNRISE LAUNCH

.study

Sunrise starts:
Tue, 11 August '15



For more information on
Sunrise Launches visit:

<http://sunrise.clearinghouse.org>

CLEARINGHOUSE



.RENT



Trademark Registration & Best Practices

www.register.rent

Shayan Rostam
Global Director of Registry Operations
sr@register.rent

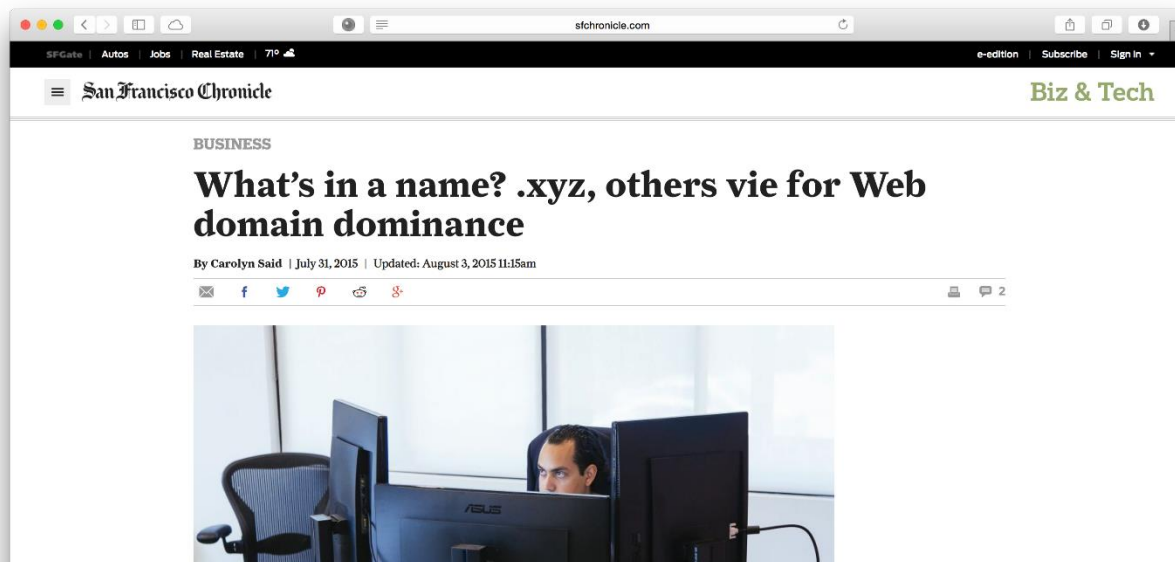
Market your asset

- Sunrise period is open NOW - September 3
- .rent is the open namespace for real estate professionals and small businesses to grow their marketplace
- .rent gives property owners, agents, and businesses an authoritative, industry-specific web address to serve as a call-to-action to attract to new tenants
- With real estate contributing to 18% of the national GDP¹ in the United States, .rent is the new way to generate leads and close deals in one of the world's largest industries
- Learn more at www.register.rent

¹ "Housing's Contribution to Gross Domestic Product (GDP)."
National Association of Home Builders

XYZ.COM LLC overview

- .rent is operated by XYZ.COM LLC, the experienced team behind the internet's most popular new domain extension, .xyz
- XYZ is unlocking new real estate on the web through its global domain extensions - .xyz, .College, .Rent, .Cars, .Car, .Auto, and several others - for the next generation of internet users and small businesses
- XYZ has already started generating awareness about .rent, with a cover story in the *San Francisco Chronicle*



.rent launch timeline

- Sunrise: for eligible brands (*standard renewal fees*)
- Landrush: for individuals and businesses in the real estate industry (*standard renewal fees*)
- EAP: Public priority registration. Register trademark variations, keywords, and other brand-related domains (*standard renewal fees*)
- Premium .rent domains may be registered by eligible applicants during each period of the .rent launch (*premium renewal fees*)



Grow your marketplace

- .rent domains will be immediately awarded upon registration on a first-come, first-served basis
- No auctions will be held for .rent
- Best practices include, but are not limited to:
 - Real estate
 - Autos
 - Electronics
 - Furniture
 - Equipment
 - Services
 - Apparel
 - Travel
 - Hospitality
 - Lifestyle

.rent best practices – real estate

Property type	.rent example
Brands	SmithProperties.rent
Office	ExecutiveCenter.rent
Retail	WestsidePromenade.rent
Industrial	234FifthStLotA.rent
Multifamily	MiamiPenthouses.rent
Residential	888TreewoodDrive.rent
Vacations	TahitiBungalows.rent
Timeshares	CancunTimeshares.rent
Sublets	NYCSublets.rent
Entertainment	ChicagoConcertHall.rent

Learn more at www.register.rent



.rent best practices – other assets

Asset type	.rent example
Autos	ExoticCars.rent
Electronics	NorthShoreScooters.rent
Furniture	ApartmentStagingFurniture.rent
Equipment	PartyLightingandSound.rent
Services	ServiceDogs.rent
Apparel	WeddingGowns.rent
Travel	JapanTouristCellPhones.rent
Hospitality	AtlantaConferenceRooms.rent
Lifestyle	BiologyTextbooks.rent

Learn more at www.register.rent



Exclusive .rent registration

- NOW– September 3
 - Trademark holders registered in the TMCH may register their exact-match .rent domains on a first-come, first-served basis
 - No other requirements for registration
- September 3 – September 17
 - Real estate entities may register an unlimited number of .rent domains on a first-come, first-served basis
 - Domains must be related to real estate use
 - Good faith applications will be approved by the registry in hours
 - Rejected applicants may reapply for a different domain or under different credentials
 - No additional information required for registration



Public priority .rent registration

- September 17 – September 24
 - Brands may priority register trademark variations, keywords, and other brand-related domains for a premium price
 - Pricing will start at \$12,000 on Day 1 and decrease each day for 7 days (*standard renewal fees*)
 - Open to the general public without requirements

Premium .rent domains

- Premium domains are available during each launch phase
- Registration of premium names is only available to eligible applicants of each period
- Premium .rent domains are subject to premium renewal fees

Tier	First year fee	Annual renewal fee
1	\$55,000	\$55,000/year
2	\$12,000	\$12,000/year
3	\$3,000	\$3,000/year
4	\$1,200	\$1,200/year
5	\$700	\$700/year
6	\$350	\$350/year

Published pricing is for register.rent. Pricing may vary registrar by registrar.
Learn more at www.register.rent

Be an industry leader as a .rent pioneer

- The registry is accepting a limited number of brands and institutions to join its .rent pioneer program
- Pioneers may have the opportunity to acquire premium or reserved .rent domains early
- Pioneers will be highlighted as an industry best practice through international .rent marketing campaigns

Your definitive web address

- Notify your clients of online branding and marketing opportunities with .rent domains at www.register.rent
- Secure your web addresses in the .rent sunrise and landrush periods
 - Trademark-exclusive: NOW – September 3
 - Real estate specific: September 3 – October 3
 - Public early access: September 17 – September 24
 - General availability: September 24

Shayan Rostam
Global Director of Registry Operations
sr@register.rent



CLEARINGHOUSE



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.