

CLEARINGHOUSE



Webinar .SHOP

## 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

. .SHOP by Hiro Tsukahara, CEO GMO Registry

.Q & A

# 41.099

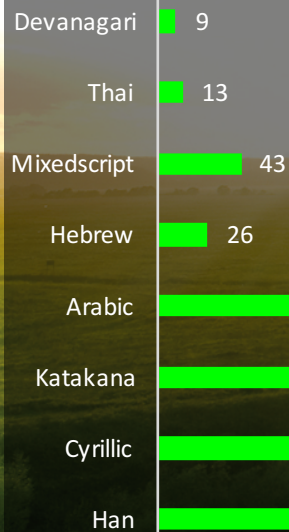
marks submitted

44,34% submitted for multiple years

82,1% registered by agents

92,40% are verified

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Marks from 109 countries & covering 121 jurisdictions  
For a total of 116.145 trademark years

237.542 claims notifications sent out to TM-holders  
425.878 ongoing notifications sent out to TM-holders

5.495 marks have expired

updated: July 17th 2016

## ACTIVE SUNRISE PERIODS

Sunrise starting: 2016 - July

SUNRISE PERIOD ACTIVE

[.storage](#)



Sunrise closes:  
Tue, 30 August '16

Sunrise starting: 2016 - June

SUNRISE PERIOD ACTIVE

[.shop](#)



Sunrise closes:  
Mon, 29 August '16

SUNRISE PERIOD ACTIVE

[.motorcycles](#)



Sunrise closes:  
Sun, 14 August '16

Sunrise starting: 2016 - April

SUNRISE PERIOD ACTIVE

[.viva](#)



Sunrise closes:  
Wed, 27 July '16

SUNRISE PERIOD ACTIVE

[.stcgroup](#)



Sunrise closes:  
Wed, 27 July '16

SUNRISE PERIOD ACTIVE

[.stc](#)



Sunrise closes:  
Wed, 27 July '16

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

## UPCOMING SUNRISE PERIODS

Sunrise starting: 2017 - April

AWAITING SUNRISE LAUNCH

**.zuerich**



Sunrise starts:  
Tue, 4 April '17

Sunrise starting: 2016 - August

AWAITING SUNRISE LAUNCH

**.quest**

Sunrise starts:  
Mon, 1 August '16

Sunrise starting: 2016 - July

AWAITING SUNRISE LAUNCH

**.shopping**

Sunrise starts:  
Tue, 19 July '16

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

shop

the global ecommerce address

**GMO** INTERNET GROUP

# About GMO



|  |  |
|--|--|
| Group Name                             | GMO Internet Group   |
| CEO & Founder                          | Masatoshi Kumagai  |
| Address                                | Cerulean Tower, 26-1 Sakuragaoka-cho,<br>Shibuya, Tokyo  |
| Established                            | May 24, 1991   |
| Stock Code                             | 9449 (Tokyo Stock Exchange Section 1)  |
| Business Segments                      | Internet Infrastructure<br>Online Advertising & Media<br>Internet Securities<br>Mobile Entertainment |
| Capital<br>(including capital reserve) | JPY5.0 billion (as of April 2016)  |
| Consolidated Staff                     | 4,800 (as of April 2016)   |
| Group companies                        | 86 (consolidated)  |







86 Companies Worldwide

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9 Listed Companies

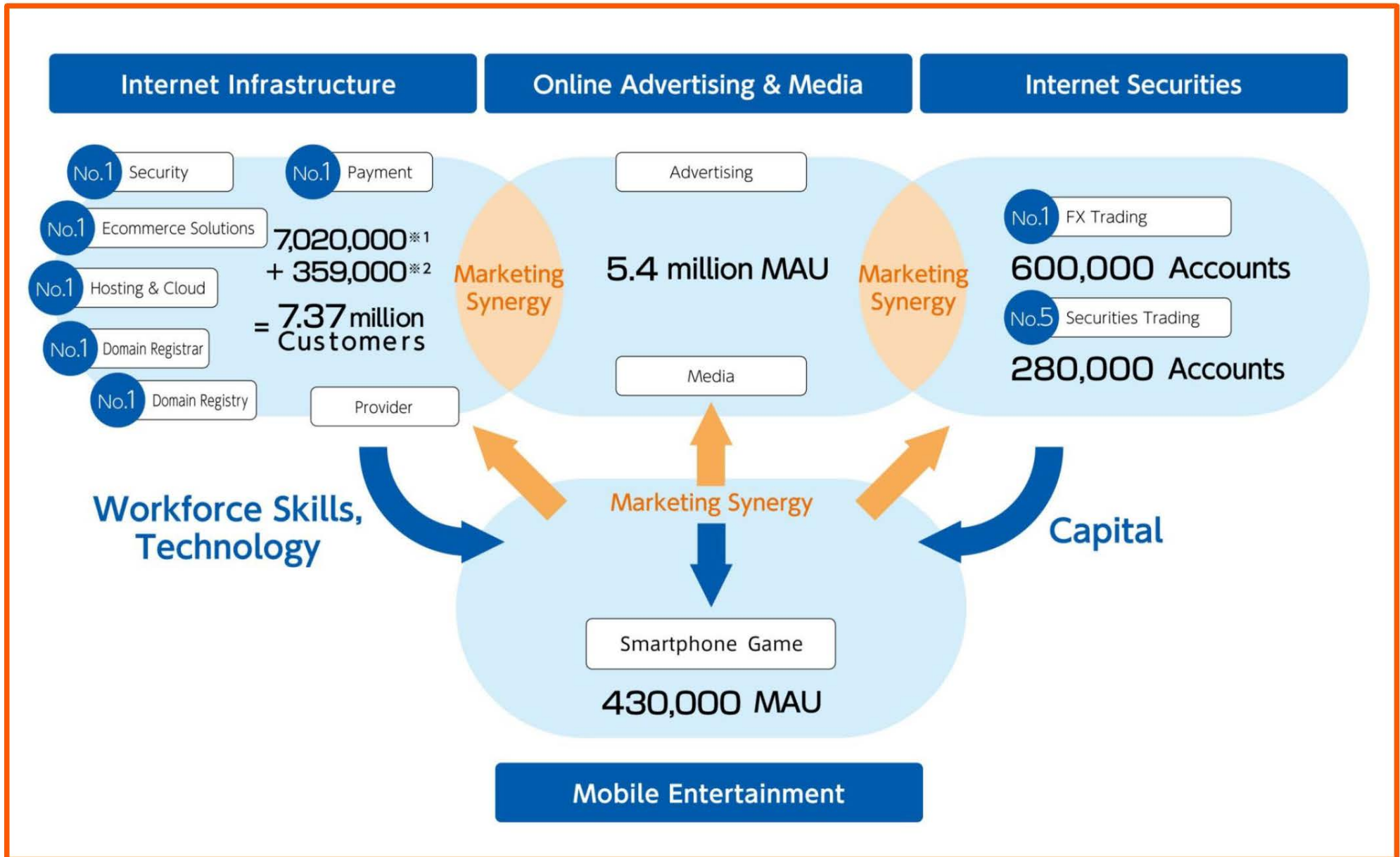
No. of Staff

A light gray world map is centered in the background. Several red circular markers with white centers are placed on the map, indicating office locations in Europe, Asia, and North America. A thick orange horizontal line is drawn across the middle of the map.

4,800

Internet Professionals

# Business Segments

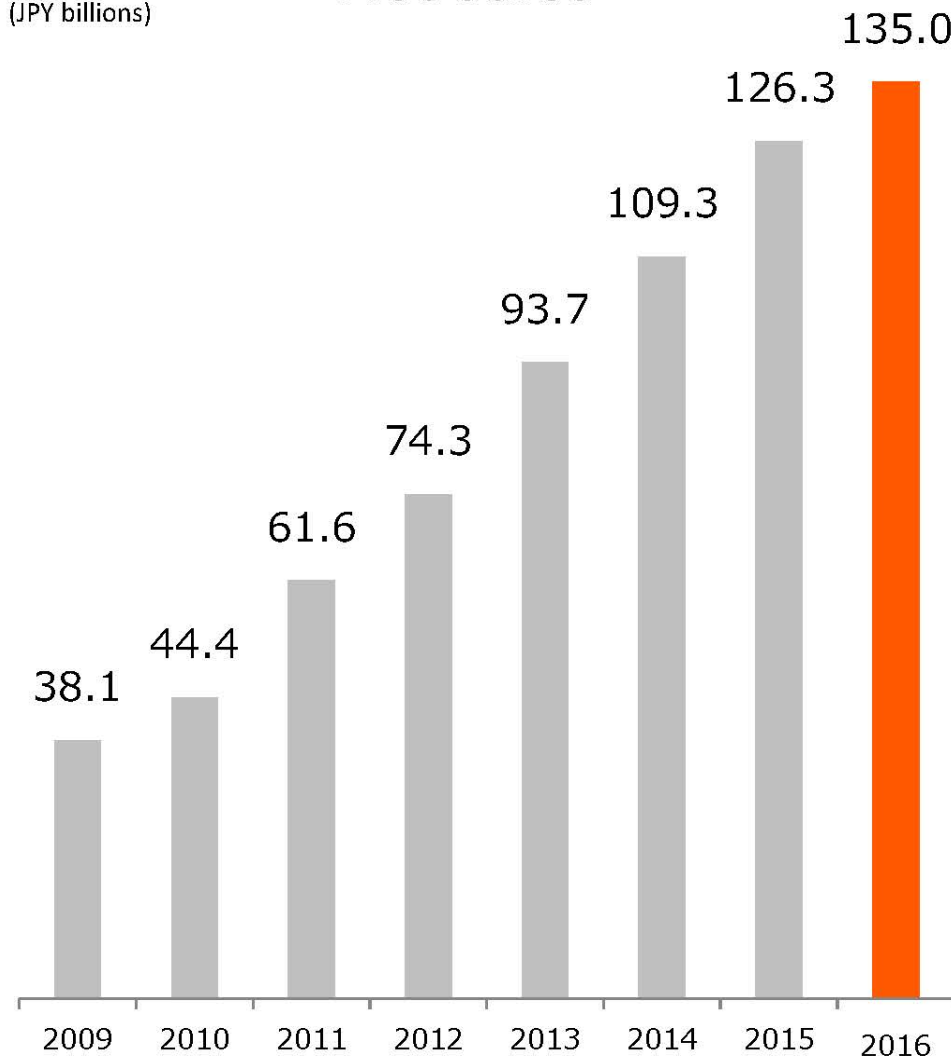


# Historical Earnings



## Consolidated Net Sales

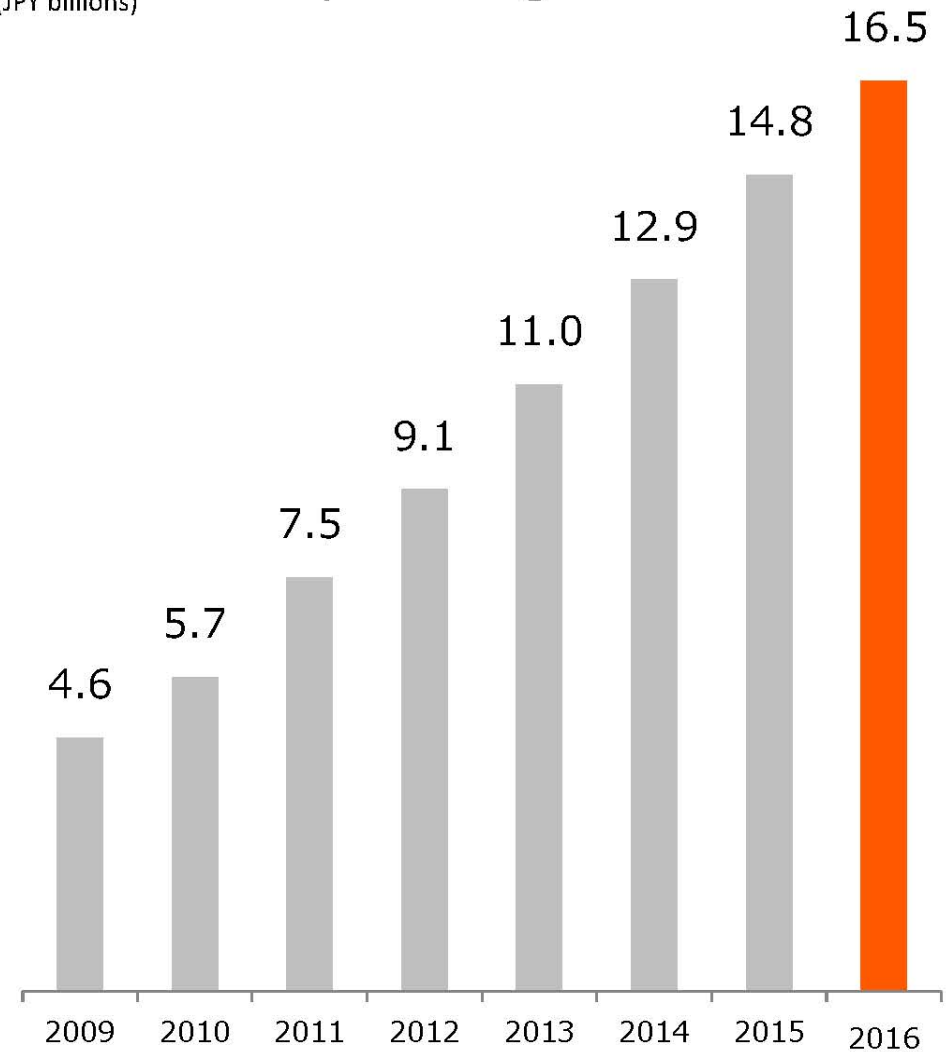
(JPY billions)



(Forecast)

## Consolidated Operating Profit

(JPY billions)



(Forecast)

**GMO** REGISTRY

# About GMO Registry



|                   |  |
|-------------------|--|
| Company Name      | GMO Registry, Inc.   |
| CEO               | Hiro Tsukahara   |
| Parent Company    | GMO Internet, Inc. (TSE 9449)  |
| Address           | Cerulean Tower, 26-1 Sakuragaoka-cho,<br>Shibuya, Tokyo  |
| Established       | July 28, 2009  |
| Business Segments | Registry Solutions<br>Registry Operations for ccTLDs<br>Registry Operations for Brand TLDs<br>Registry Operations for Geo TLDs<br>New gTLD Application Support & Marketing |
| Capital           | JPY 490 million  |



# Business Segments



Brand TLDs

ヨドバシカメラ  
**Canon** **HITACHI**  
NISSAN DNP Otsuka SUZUKI  
NHK SHARP JCB  
TOSHIBA KDDI LOTTE  
INFINITI 田辺三菱製薬 DATSUN

Generics

ccTLDs

**.id**  
Indonesia

- .tokyo** by GMO
- .nagoya** by GMO
- .yokohama** by GMO
- .kyoto** Supported by GMO
- .okinawa**
- .ryukyu**

GeoTLDs



**.shop**



# Applicants



**GMO** REGISTRY



What

.shop

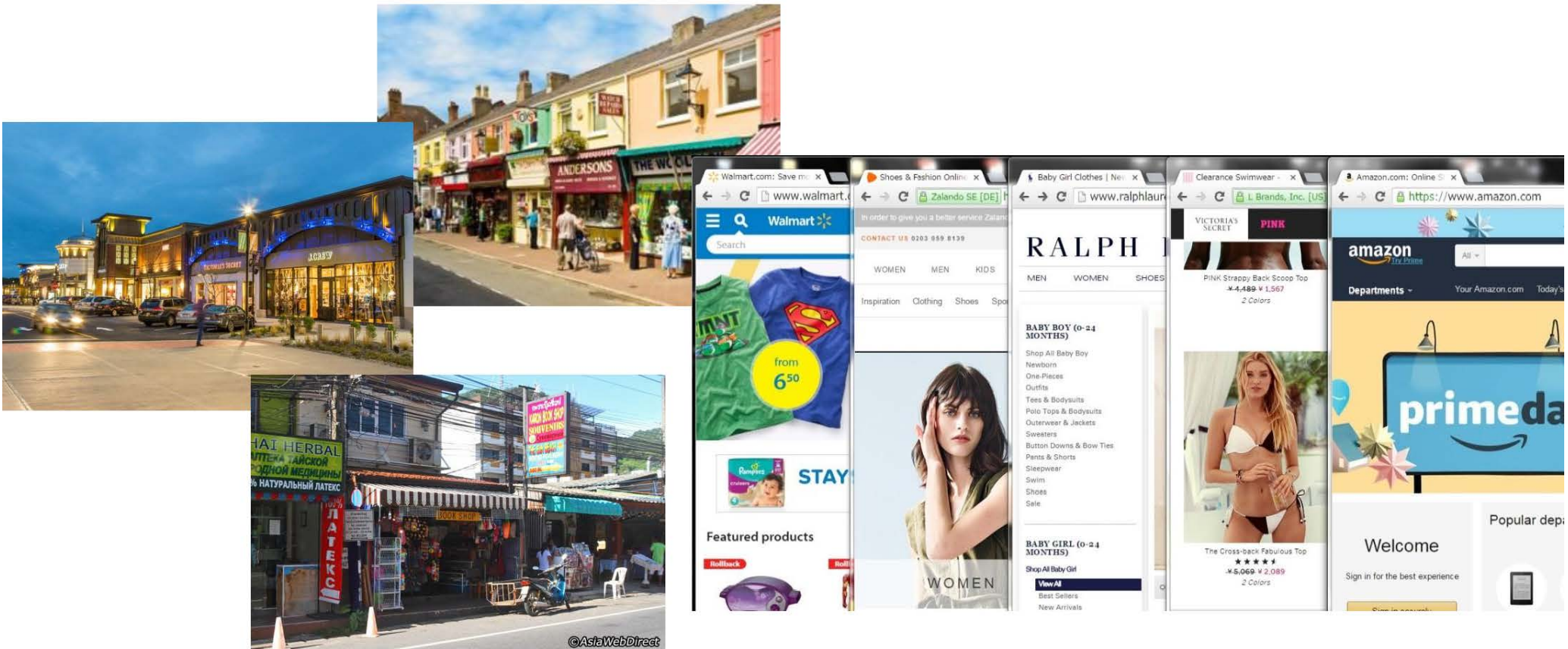


the global ecommerce address

Who



for ALL online & offline shops



©AsiaWebDirect

1. **Short** and meaningful, universally understood, versatile
2. **Intuitive**, memorable, powerful marketing
3. **Market potential**, ecommerce growth, high demand extension



## 1. Short and meaningful

- instantly identifies your website as a place to shop
- 4 letters

## 2. Universally understood

- widely used and understood across languages and cultures

## 3. Versatile

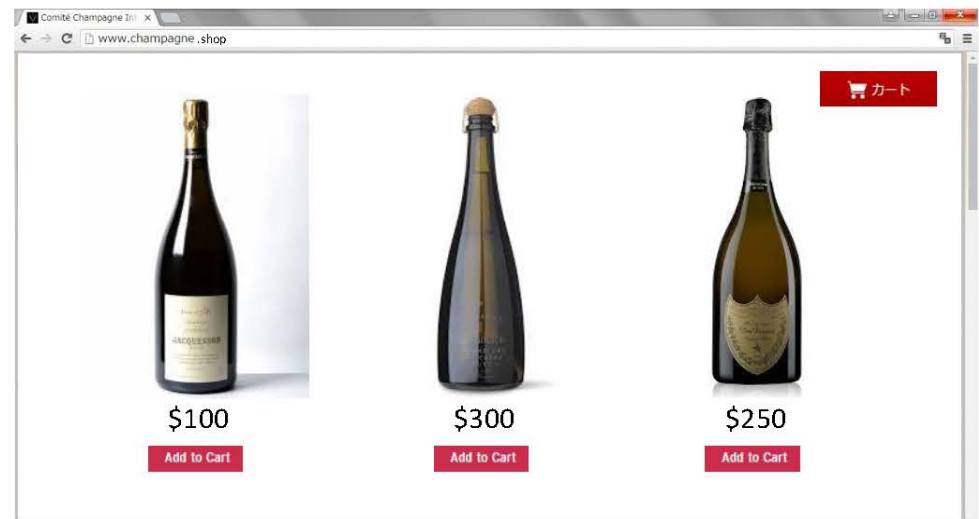
- as both a noun and a verb, .shop can be used as a business identifier or a call to action

# Value Proposition 2



http://champagne.com

http://champagne.shop

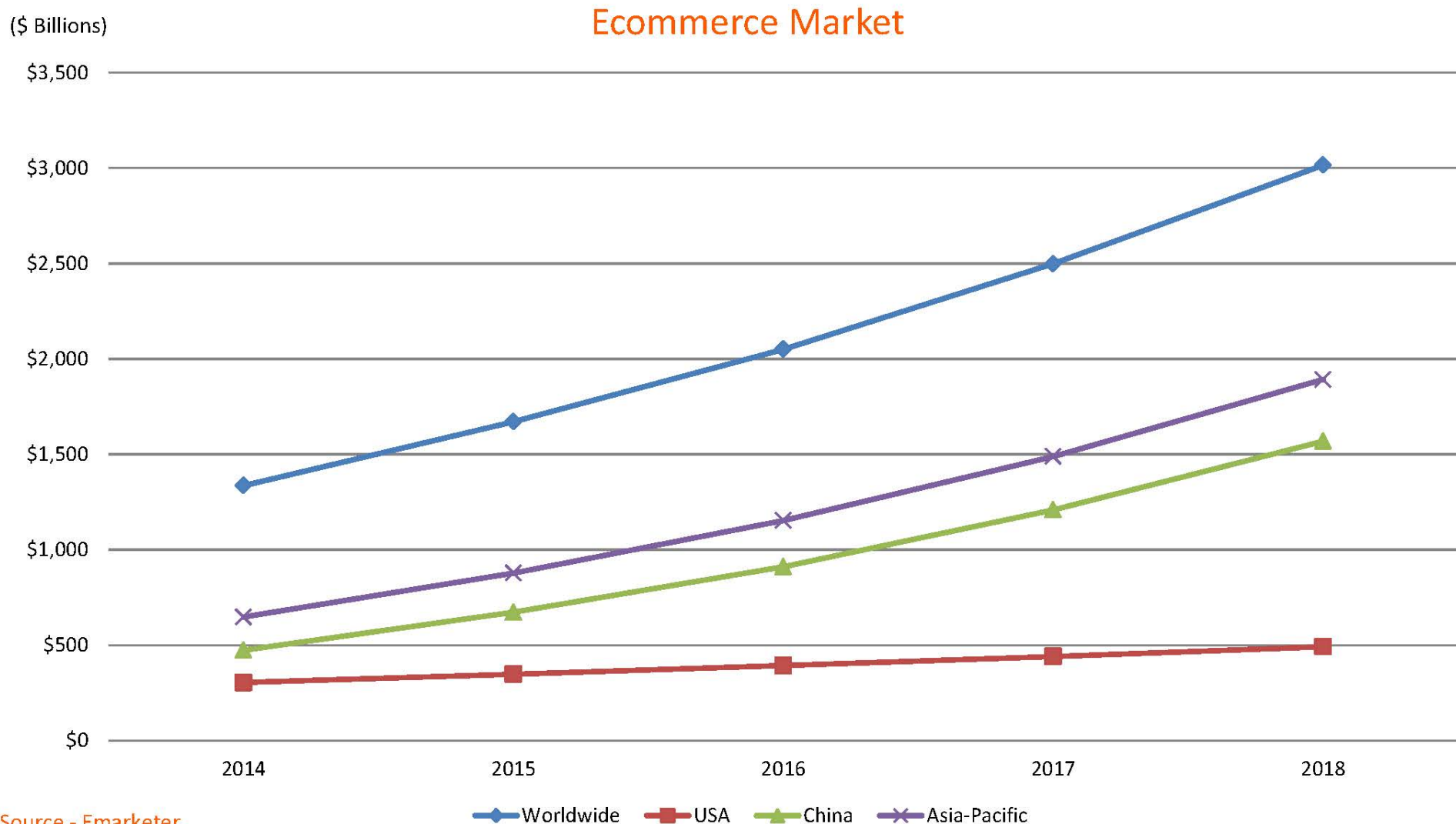


# Value Proposition 3



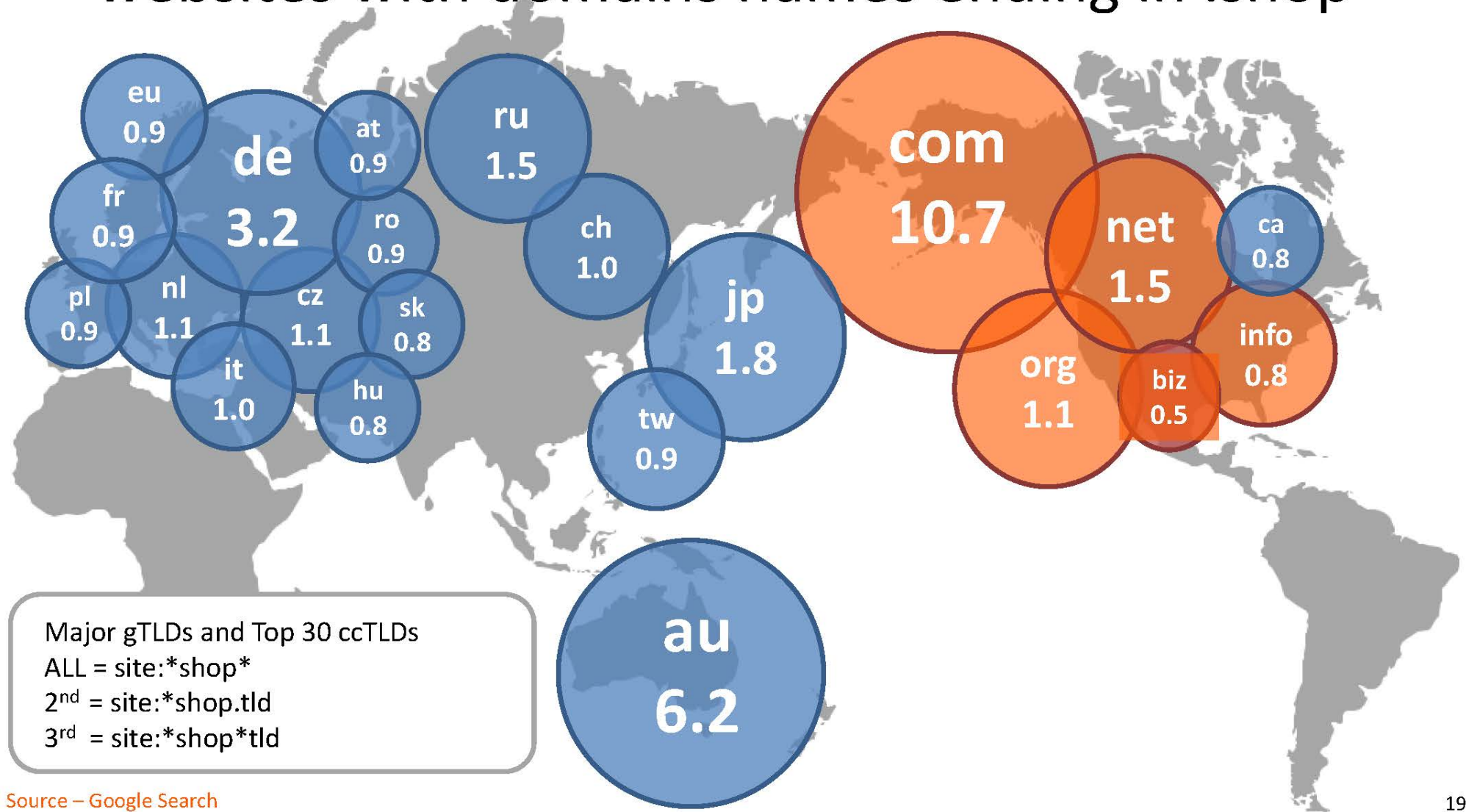
World's ecommerce market has grown over **20%** YoY for the last 5 years.

The market size is expected to reach **3 Trillion** US Dollars in just 2 years.



# 103 million

## websites with domains names ending in .shop



Major gTLDs and Top 30 ccTLDs  
ALL = site:\*shop\*  
2<sup>nd</sup> = site:\*shop.tld  
3<sup>rd</sup> = site:\*shop\*.tld



Value Analysis Ranking  
of the New Domains

No.1

1 SHOP

2 WEB

3 SITE

4 MUSIC

5 HOTEL

6 ONE

7 BLOG

8 ECO

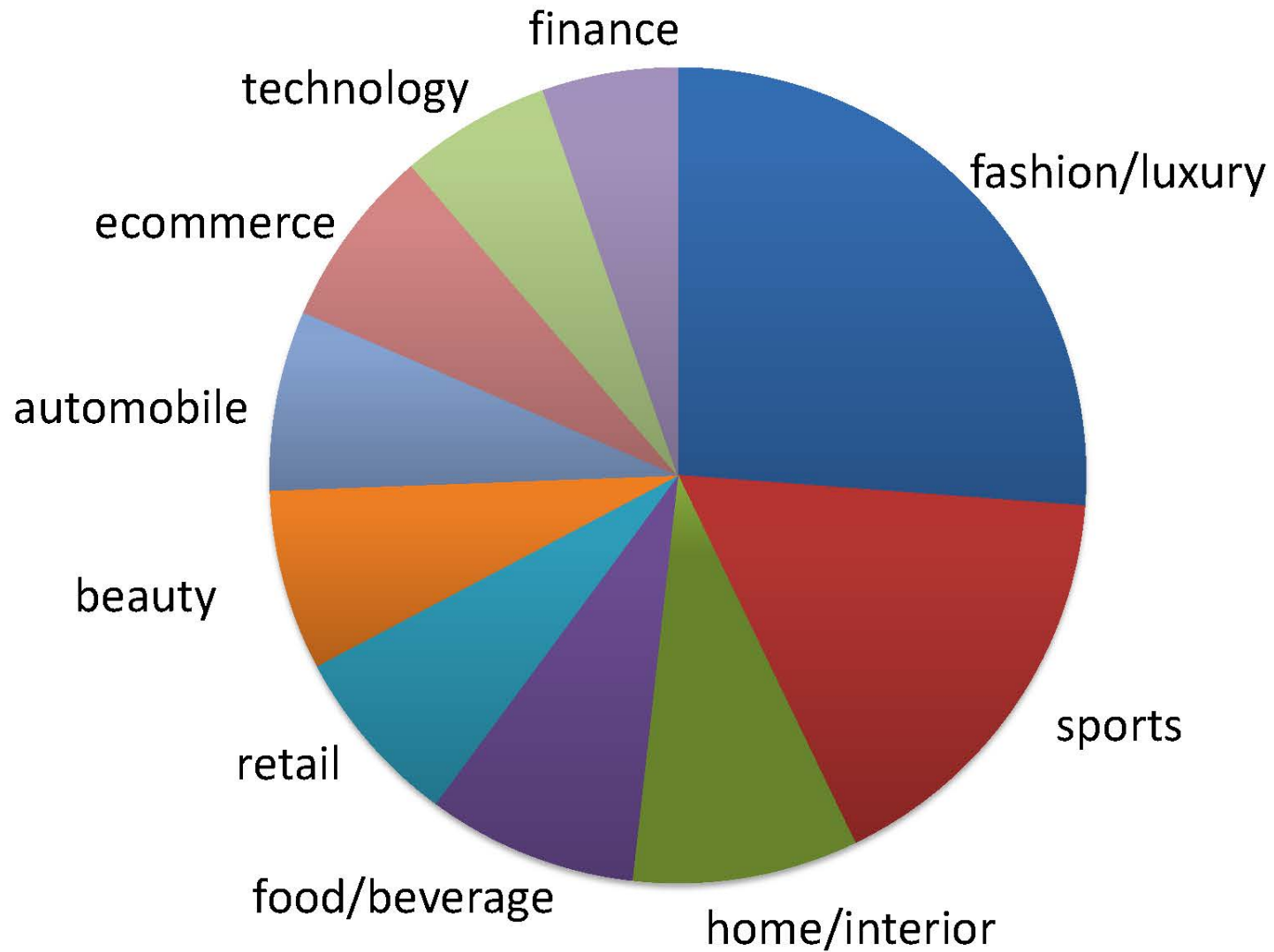
9 SPORT

10 LOVE

## The ecommerce domain the Internet has been waiting for!

Industry surveys show that .shop is set to become one of the most sought after new domains to launch. In a value analysis of new domains conducted by industry experts, Sedo, .shop was ranked number one.

# Sunrise Demographics



# Registrars



# Launch Timeline

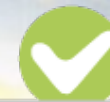


|                             |   |
|-----------------------------|---|
| <p>Sunrise</p>              | <p>June 30 – August 29</p> <ul style="list-style-type: none"><li>• End-date Sunrise</li><li>• Multiple applications resolved by auction</li></ul>   |
| <p>Early Access Program</p> | <p>September 1 – September 26</p> <ul style="list-style-type: none"><li>• Early registration fee reduces in seven stages over 26 days</li><li>• Longer EAP to accommodate global demand</li></ul> |
| <p>General Availability</p> | <p>Opens September 26 UTC 15:00</p> <ul style="list-style-type: none"><li>• First-come first-served</li></ul>   |

# Thank you

<http://www.nic.shop/>  
[newgtld@gmoregistry.com](mailto:newgtld@gmoregistry.com)  
@shopTLD (Twitter)

# CLEARINGHOUSE



Contact:

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