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# Webinar DPML Plus



## 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

### . DPML by Matt Bamonte

Director of Business Development North America

### Donuts

### .Q & A

# 41.492

marks submitted

44,34% submitted for multiple years

84,31% registered by agents

92,40% are verified

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Marks from 109 countries & covering 121 jurisdictions  
For a total of 118.315 trademark years

241.466 claims notifications sent out to TM-holders  
460.420 ongoing notifications sent out to TM-holders

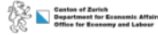
5.681 marks have expired

updated: September 22nd 2016

Sunrise starting: 2017 - April

AWAITING SUNRISE LAUNCH

.zuerich



Sunrise starts:  
Tue, 4 April '17

Sunrise starting: 2016 - November

AWAITING SUNRISE LAUNCH

.baby      .Baby

Sunrise starts:  
Wed, 2 November '16

AWAITING SUNRISE LAUNCH

.ファッション  
(fashion)

Sunrise starts:  
Tue, 1 November '16

AWAITING SUNRISE LAUNCH

.ストア (store)

Sunrise starts:  
Tue, 1 November '16

AWAITING SUNRISE LAUNCH

.家電 (consumer  
electronics)

Sunrise starts:  
Tue, 1 November '16

AWAITING SUNRISE LAUNCH

.食品 (food)

Sunrise starts:  
Tue, 1 November '16

AWAITING SUNRISE LAUNCH

.クラウド (cloud)

Sunrise starts:  
Tue, 1 November '16

AWAITING SUNRISE LAUNCH

.書籍 (book)

Sunrise starts:  
Tue, 1 November '16

Sunrise starting: 2016 - October

SUNRISE PERIOD ACTIVE

.goog

Sunrise starts:  
Tue, 11 October '16

SUNRISE PERIOD ACTIVE

.cam 

Sunrise closes:  
Mon, 5 December '16

Sunrise starting: 2016 - September

SUNRISE PERIOD ACTIVE

.网站 (web)

Sunrise closes:  
Wed, 26 October '16



SUNRISE PERIOD ACTIVE

.makeup 

Sunrise closes:  
Mon, 31 October '16

SUNRISE PERIOD ACTIVE

.娱乐 (entertainment)

Sunrise closes:  
Sat, 12 November '16

SUNRISE PERIOD ACTIVE

.企业 (enterprise)

Sunrise closes:  
Sat, 12 November '16

SUNRISE PERIOD ACTIVE

.商店 (store)

Sunrise closes:  
Sat, 12 November '16

SUNRISE PERIOD ACTIVE

.游戏 (game)

Sunrise closes:  
Sat, 12 November '16

Sunrise starting: 2016 - August

SUNRISE PERIOD ACTIVE

.doctor

Sunrise closes:  
Sat, 22 October '16

SUNRISE PERIOD ACTIVE

.blog

Sunrise closes:  
Mon, 17 October '16



# DPML Plus

Trademark Clearinghouse Webinar October 11, 2016

Matt Bamonte

Director of Business Development North America

# Agenda

- About Donuts
- Legacy DPML
- Features and Benefits
- DPML Plus
- Pricing
- How can I purchase DPML Plus?
- Question and Answer



# About

- The worlds largest operator of new domain name extensions
- Largest new TLD applicant by a factor of three

Donuts 307

Google 101

- Bringing innovation, variety and choice to internet naming





# Legacy DPML

## Current DPML Program

- 5 year minimum term
- Blocks **ALL** Donuts TLDs owned and operated
- Premium names **EXCLUDED**
- No opportunity to block misspells
- DPML Block owners are subject to overrides by similar SMD holders
- **ALL** Override fees not applicable as of October 1, 2016

*\*Contact your Donuts accredited registrar for eligibility and pricing information*



# Price Adjustments January 1, 2017

The price of standard DPML service will be increased in order to align the service's benefits with its marketplace value.

ALL Override fees have been disabled and are FREE in both Legacy DPML and DPML Plus.

Existing DPML subscribers can renew their subscriptions at current pricing before January 1.

*\*Contact your Donuts accredited registrar for eligibility and pricing information*



# Legacy DPML - What brands are participating?



# DPML Plus – Q4 Only

## Promotion DPML Plus

- 10 year term
- Exact match plus 3 terms
- Blocks **ALL** Donuts TLDs owned and operated
- Includes **ALL** premium names
- Includes misspells
- Other trademark owners of exact matches will be prevented from overriding the block
- If you decide to register and use a term you previously blocked, you may submit unlimited overrides for the duration of the 10 year term, with no wholesale override fees (name registration fees would apply).
- Additional terms may be added for additional cost
- Suggested Donuts Retail Price - \$9,999



# What are Registrars saying about it?

”The new Donuts DPML Plus product is definitely addressing some of the main issues related to new gTLDs for corporate trademark holders and the bigger brands. It is not a product for the masses. The initial cost looks like a big number, but if you project that out over 10 years across the 200 extensions and three variants, it is actually a reasonable price. I applaud Donuts for giving this proactive option to brands. If a brand had to file a few UDRPs on Donuts domains, the DPML Plus would pay for itself.”

**Steve Miholovich - Safenames**



# DPML Plus Pricing – Q4 Only

Donuts Suggested Retail Price: \$9,999

TLDs Blocked: 197

Total Blocked Terms: 4

Term: 10 years

Cost Per TLD \$12.68

Cost Per TLD (per year): \$1.26

Average Cost to Register in ALL Donuts TLDs  
\$6,500 or \$32.99/TLD

*\*Contact your Donuts accredited registrar for eligibility and pricing information*




# Why DPML Plus?

Donuts TLDs  
have little to no  
infringement  
because of  
DPML!



10 year block



Premium name  
coverage



Misspells and  
contains



Flexibility to  
override and use





Matt Bamonte

Director Business Development North America

[matt@donuts.email](mailto:matt@donuts.email)

[www.donuts.domains](http://www.donuts.domains)

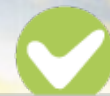


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Q & A

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## Contact:

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