

CLEARINGHOUSE



Webinar .ART



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

. .ART by

John Matson, CEO of .ART

Helena Real, Program Manager of .ART

.Q & A

41.793

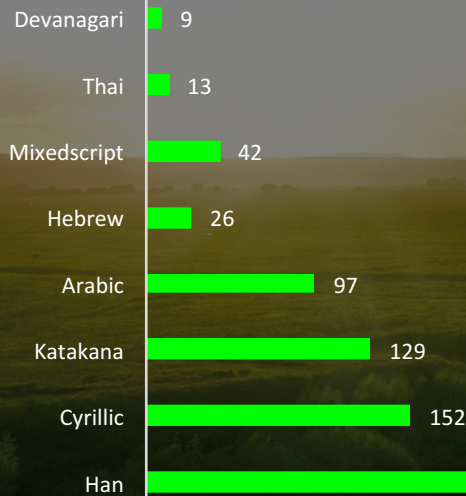
marks submitted

44,14% submitted for multiple years

84,26% registered by agents

92,40% are verified

CLEARINGHOUSE



Marks from 109 countries & covering 121 jurisdictions
For a total of 134.556 trademark years

249.755 claims notifications sent out to TM-holders
506.062 ongoing notifications sent out to TM-holders

7.998 marks have expired

895

updated: December 15th 2016

SUNRISE PERIOD ACTIVE

.art

Sunrise closes:
Tue, 7 February '17

.ART

SUNRISE PERIOD ACTIVE

.ファッション
(fashion)

Sunrise closes:
Tue, 31 January '17

SUNRISE PERIOD ACTIVE

.書籍 (book)

Sunrise closes:
Tue, 31 January '17

SUNRISE PERIOD ACTIVE

.家電 (consumer electronics)

Sunrise closes:
Tue, 31 January '17

SUNRISE PERIOD ACTIVE

.食品 (food)

Sunrise closes:
Tue, 31 January '17

SUNRISE PERIOD ACTIVE

.クラウド (cloud)

Sunrise closes:
Tue, 31 January '17

SUNRISE PERIOD ACTIVE

.ストア (store)

Sunrise closes:
Tue, 31 January '17

SUNRISE PERIOD ACTIVE

.企业 (enterprise)

Sunrise closes:
Sat, 31 December '16

SUNRISE PERIOD ACTIVE

.游戏 (game)

Sunrise closes:
Sat, 31 December '16

SUNRISE PERIOD ACTIVE

.娱乐
(entertainment)

Sunrise closes:
Sat, 31 December '16



THE ART WORLD'S EXCLUSIVE
DOMAIN

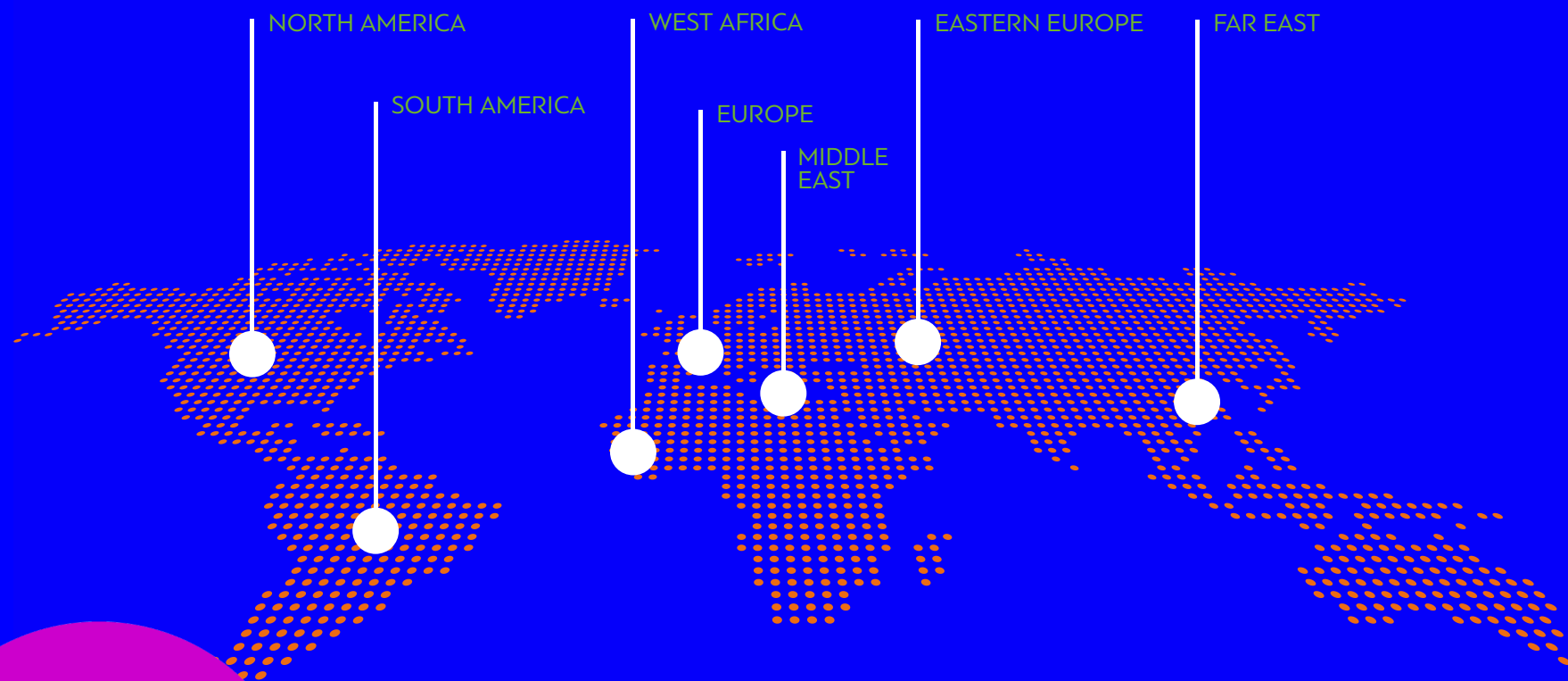
TMCH Webinar

.ART

Early Adopters

.ART

EARLY ADOPTER – BY REGION



ART



Centre Pompidou

Centre Pompidou is a cultural complex in Paris, housing public libraries, the largest museum for modern art in Europe, and IRCAM, a centre for music and acoustic research.

.ART WEBSITE

CENTREPOMPIDOU.ART will be a microsite.

WWW.CENTREPOMPIDOU.ART

.ART



HAUSER & WIRTH

Hauser & Wirth is an internationally acclaimed gallery of contemporary and modern art. It is now a global enterprise, with spaces in Zurich, London, New York, Somerset, and Los Angeles. The gallery represents over 60 established and emerging artists.

.ART WEBSITE

HAUSERWIRTH.ART will be an interactive site, showcasing chronologically the gallery's history, artists and their major projects. The site will be displayed in all 6 galleries around the world, engaging the visitor to the gallery.

WWW.HAUSERWIRTH.ART

.ART



magritte

The Fondation Magritte, established by Charly Herscovici and a number of others who appreciate the work of René Magritte, came into being on 5 February 1998 in Brussels. It is a non-profit-making organisation whose aim is to safeguard the oeuvre and reputation of René Magritte. It monitors the presence of both the artist and his work throughout Belgium and the rest of the world.

.ART WEBSITE

The foundation will make a full switch to MAGRITTE.ART

WWW.MAGRITTE.ART



The Bolshoi Ballet and Bolshoi Opera are amongst the oldest and most renowned ballet and opera companies in the world. It is by far the world's biggest ballet company, having more than 200 dancers.

.ART WEBSITE

WWW.BOLSHOI.ART

.ART



KICKSTARTER

Kickstarter is a creative community and funding platform that helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality.

.ART WEBSITE

KICKSTARTART will highlight stories, projects, and ideas from the vibrant Kickstarter Arts community with original editorial content, breaking news, and more.

WWW.KICKSTARTER.ART



Artists
Rights
Society

Artists Rights Society (ARS) is the preeminent copyright, licensing, and monitoring organization for visual artists in the United States. Founded in 1987, ARS represents the intellectual property rights interests of over 50,000 visual artists and their estates from around the world.

.ART WEBSITE

WWW.ARSNY.ART



.ART

SHEN WEI

Shen Wei was the lead choreographer for the Opening Ceremonies of the 2008 Beijing Olympics. His performative installations as a visual artist and choreographer was presented at Metropolitan Museum of Art and many other museums and galleries.

.ART WEBSITE

WWW.SHENWELART



P 藝術
a 3 i 空
r 2 e 間
a t e 間

Para Site is Hong Kong's leading contemporary art centre and one of the oldest and most active independent art institutions in Asia. It produces exhibitions, publications, discursive, and educational projects aimed at forging a critical understanding of local and international phenomena in art and society.

.ART WEBSITE

WWW.PARA-SITE.ART



LACMA

LACMA is the largest art museum in the western United States, with a collection that includes nearly 130,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art.

.ART WEBSITE

LACMA.ART will be a microsite.

WWW.LACMA.ART

- MUSEUM
- FOUNDATION
- ART FAIR
- GALLERY
- ARTS ORGANISATION
- ARTISTS
- COLLECTOR
- MEDIA/TV
- SERVICE

NORTH AMERICA

- Guggenheim
- ICA Miami
- LACMA
- Tamayo Museum
- The Art Institute of Chicago
- EXPO CHICAGO
- Venus Gallery
- Artists Space
- Creative Time
- Walker Art Center
- Shen Wei Arts
- Jim Hedges
- Love Watts
- Whitewall Magazine
- Art Resource
- Artist Rights Society
- e-flux
- exhibit-E
- Kickstarter
- Tsang Seymour

SOUTH AMERICA

- MALBA: Fundación Costantini

WEST AFRICA

- Raw Materials Company

EUROPE

- Centre Pompidou
- Stedelijk Museum Amsterdam
- MAXXI - National Museum - Italy
- Tate
- Van Abbemuseum
- Fondation Cartier
- Francis Bacon Estate
- Rene Magritte Foundation
- The Mucha Foundation
- BRAFA
- Istanbul Biennial
- Syndicat National des Antiquaires
- La Biennale des Antiquaires
- Canesso Gallery
- David Levy & Associates
- Didier Claes
- Galerie Meyer Oceanic & Eskimo Art
- Galerie Perrin
- Hauser & Wirth
- Koopman Rare Art
- Stern Pissarro Gallery
- Tomassò Brothers Fine Art
- Beirut Art Center
- Delfina Foundation
- Gasworks
- Portikus
- Wiels Contemporary Art Centre
- Bolshoi Theatre

- Steve Miller
- Axel Vervoordt
- Staffan Ahrenberg/ Cahiers d'Art
- ikonoTV

EASTERN EUROPE

- Multimedia Art Museum, Moscow (MAMM)
- AES+P

MIDDLE EAST

- eL Seed

FAR EAST

- M+ Museum
- Power Station of Art
- Red Pencil Foundation
- Para Site

ART

THE GLOBAL ART WORLD

ART **IS** GOING DIGITAL

.ART

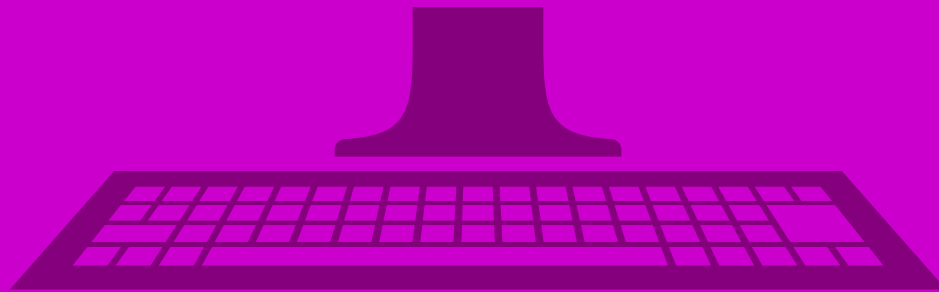
Global fine art market
turnover

\$16 billion

in 2015

• ART

Out of **4,500**
auction houses
95%
are online



• ART



Size of
online market
\$49.6 billion
by 2020
(estimated)



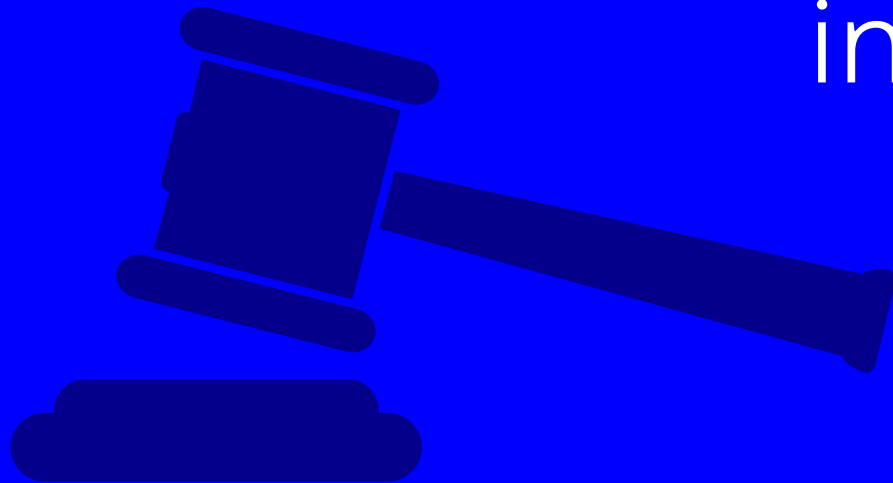
.IRT

ABOUT THE GLOBAL ART WORLD

Art market has
grown by
212%
over the past decade

•ART

Value of Western
arts auctions at
\$11.2 billion
in 2015



• ART



Global art sales of

\$66 billion

in 2014

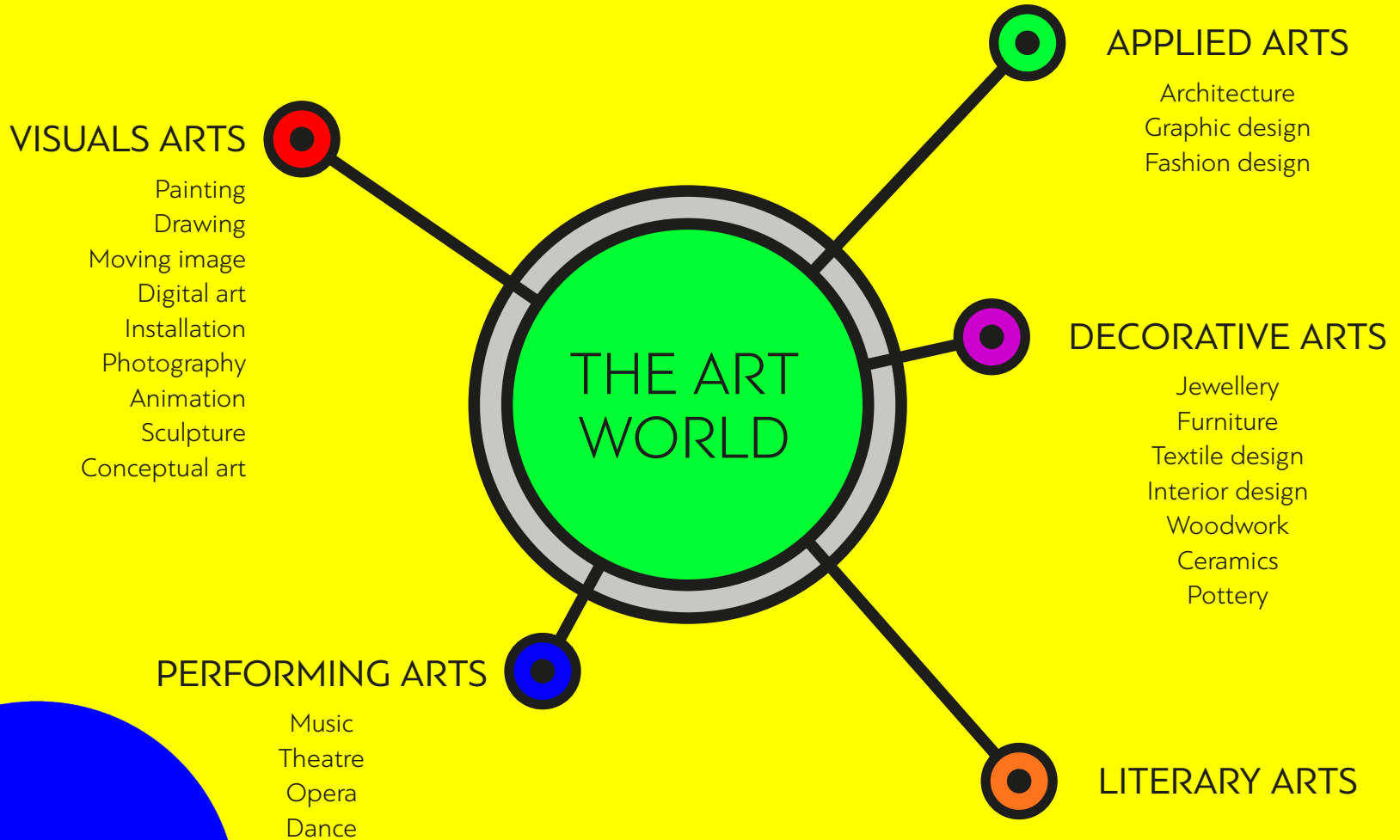
• ART

Why .ART ?

Identify, promote, collaborate, grow

.ART

THE .ART ECOSYSTEM



.ART

OUR MISSION STATEMENT

universal

Create a universal online medium to allow for increased interaction in the global arts community.

signifier

Become the authoritative signifier for arts- related content on the Internet.

accessible

Provide an authentic resource for members of the public, allowing for information and professional services to be accessed by end users in a simple and trustworthy space.

.ART

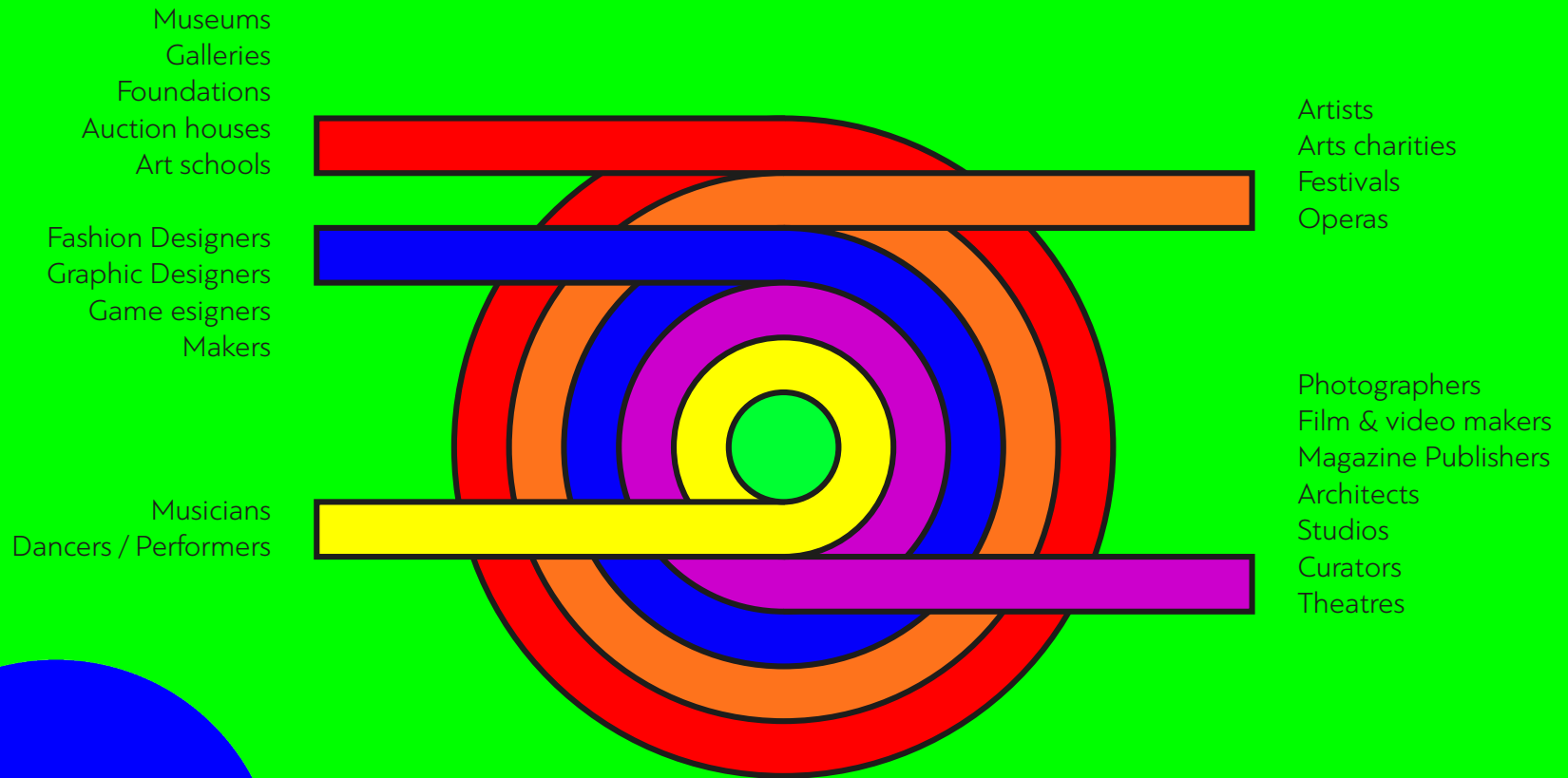
OUR VALUE PROPOSITION

.ART

- allows user to be **part of global community**
- is a **memorable domain name**
- **offers opportunity** to start new projects, launch special exhibitions, and create micro sites
- provides **grounds to expand** naming conventions and channel creativity
- **reinforces brand identity** in a rapidly growing online market

.ART

FOR THE WORLD'S CREATIVE COMMUNITY



ART

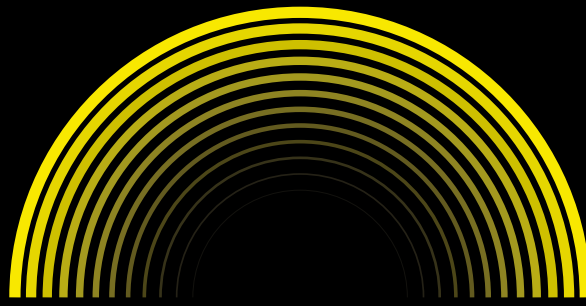
WHY YOU SHOULD OFFER

.ART

- The Internet offers a **huge potential** for the global art market
- The one domain that **unifies the diverse world of arts and culture**
- A new home for the **expanding sectors of digital and internet art**
- **Global reach** available in 15 different scripts
- A distinctive and **short Domain**

.ART

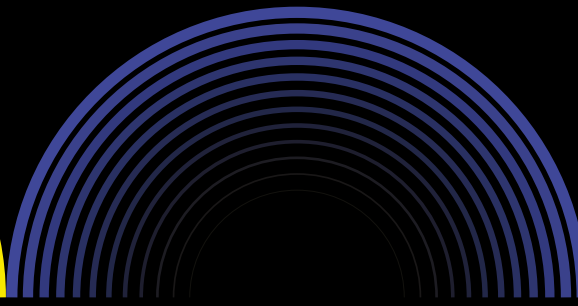
LAUNCH PLAN OVERVIEW



7th December
2016

Sunrise

7th February
2017

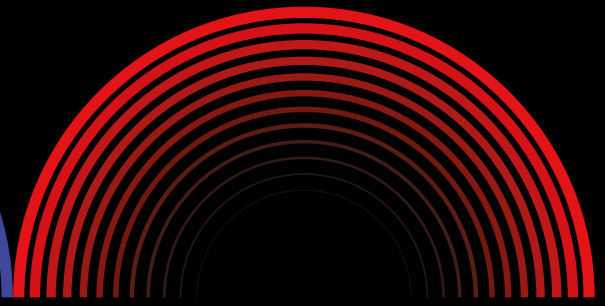


8th February

Preferred Access Period

An exclusive token-based
limited registration period for businesses,
organisations and individuals
from the global arts world

9th May



10th May

General Availability

.ART domain names will be available to
anybody interested in registering their
domain name.

.ART

WWW.ART.ART

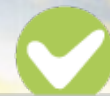
.ART

CLEARINGHOUSE



Q & A

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.