

CLEARINGHOUSE



Webinar .STORE



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

agenda

- . Stats update
- . Sunrise Calendar
- . .STORE by Neha Naik, Director Channel Partnerships
Radix Registry
- . Q & A

40.592

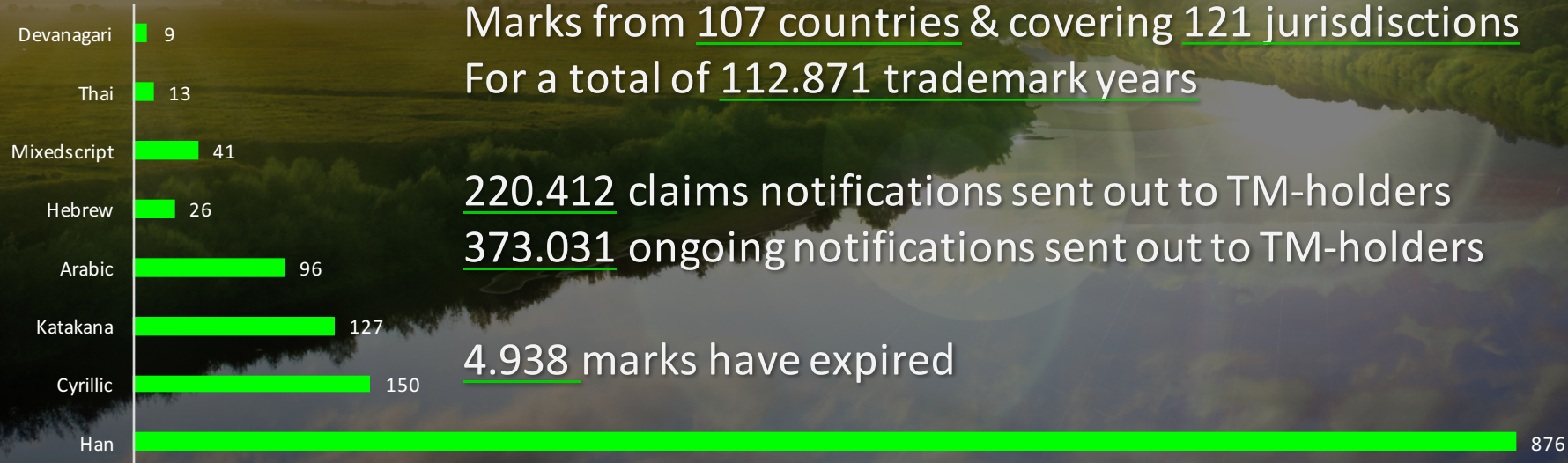
marks submitted

44,52% submitted for multiple years

76,15% registered by agents

92,60% are verified

CLEARINGHOUSE



Marks from 107 countries & covering 121 jurisdictions
For a total of 112.871 trademark years

220.412 claims notifications sent out to TM-holders
373.031 ongoing notifications sent out to TM-holders

4.938 marks have expired

updated: April 20th 2016



ACTIVE SUNRISE PERIODS


| | | | | |
|--|---|--|--|---|
| <p>SUNRISE PERIOD ACTIVE</p> <p>.store .store</p> <p>Sunrise closes: Sun, 5 June '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.promo .PROMO®</p> <p>Sunrise closes: Mon, 16 May '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.group</p> <p>Sunrise closes: Sat, 28 May '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.salon</p> <p>Sunrise closes: Sat, 28 May '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.autos .Autos</p> <p>Sunrise closes: Sat, 21 May '16</p> |
| <p>SUNRISE PERIOD ACTIVE</p> <p>.ltd</p> <p>Sunrise closes: Sat, 11 June '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.gmbh</p> <p>Sunrise closes: Sat, 11 June '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.homes •HOMES Trusted Domain</p> <p>Sunrise closes: Fri, 6 May '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.vip</p> <p>Sunrise closes: Sat, 30 April '16</p> | <p>SUNRISE PERIOD ACTIVE</p> <p>.motorcycles motorcycles</p> <p>Sunrise closes: Sun, 5 June '16</p> |

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




ANNOUNCED SUNRISE PERIODS

AWAITING SUNRISE LAUNCH

.insurance 


Sunrise starts:
Mon, 9 May '16

AWAITING SUNRISE LAUNCH

.med 

Sunrise starts:
Mon, 25 April '16

AWAITING SUNRISE LAUNCH

.tube 

Sunrise starts:
Thu, 21 April '16

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

CLEARINGHOUSE



.STORE

.store

DOMAINS FOR YOUR ONLINE STORE



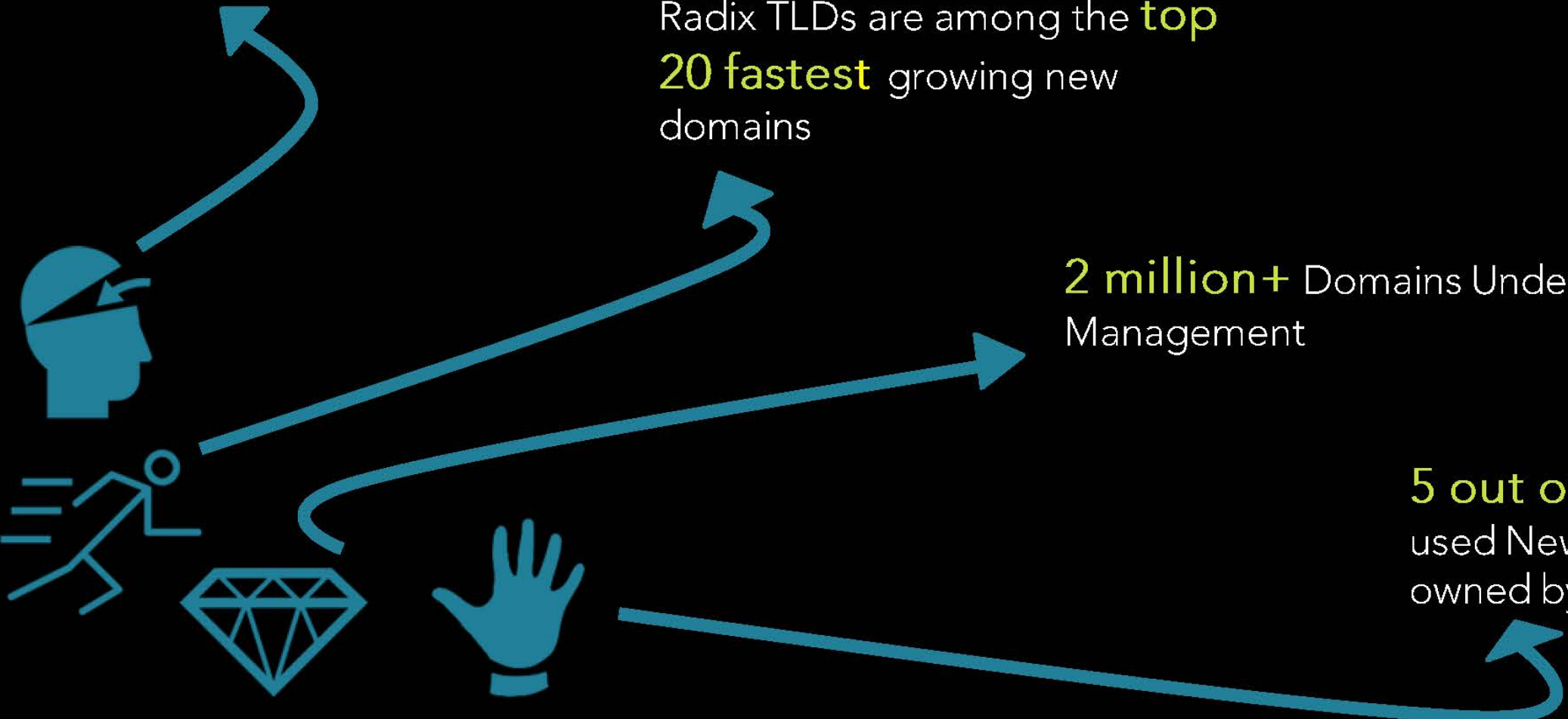
About Radix

Registry operator for **rich & memorable** top level extensions in the new internet

Radix TLDs are among the **top 20 fastest** growing new domains

2 million+ Domains Under Management

5 out of top 10 most used New Domains owned by Radix



Radix's LIVE Extensions

 **.online**

.space

 **.site**

 **.website**

.press

.HOST

.tech



.store

**THE FIRST EVER
ECOMMERCE FOCUSED
DOMAIN NAME**

minds
+ machines

donuts

amazon

.store



A Snapshot Of The Ecommerce Market

\$176
Billion

Online retail sales in
US in 2014

\$480
Billion

Projected online retail
sales in US in 2019

\$325
Billion

B2C ecommerce revenue
in Europe in 2013

\$176
Billion

Projected ecommerce revenue
from Europe in 2018

Customers Love Online Purchases



62%

Shoppers prefer shopping online vs. in physical stores as long as exchange are permitted



71%

Shoppers believe they will get a better deal online than in physical stores



72%

Millennials research their options online before visiting a store

WHO IS
store

FOR?



Who Is .STORE For?



Online Shopping
Portals



Retail Brands



Local Small Businesses



Start Ups

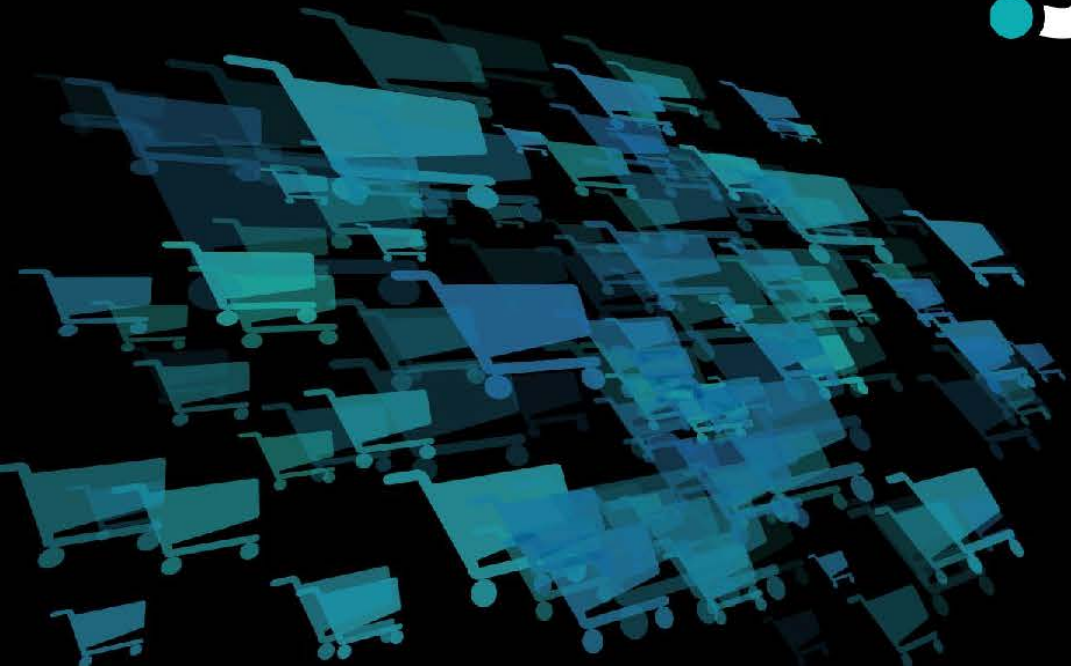


Storage Solution Providers

'STORE' and Brands Today!

- Brands use the term 'store' in their domain name to clearly identify their online store
 - MicrosoftStore.com
 - DisneyStore.com
 - Store.Playstation.com
 - Store.ManUtd.com
- **460,000+** existing domains contain the term **store**

WHAT CAN BRANDS
DO WITH A
store?



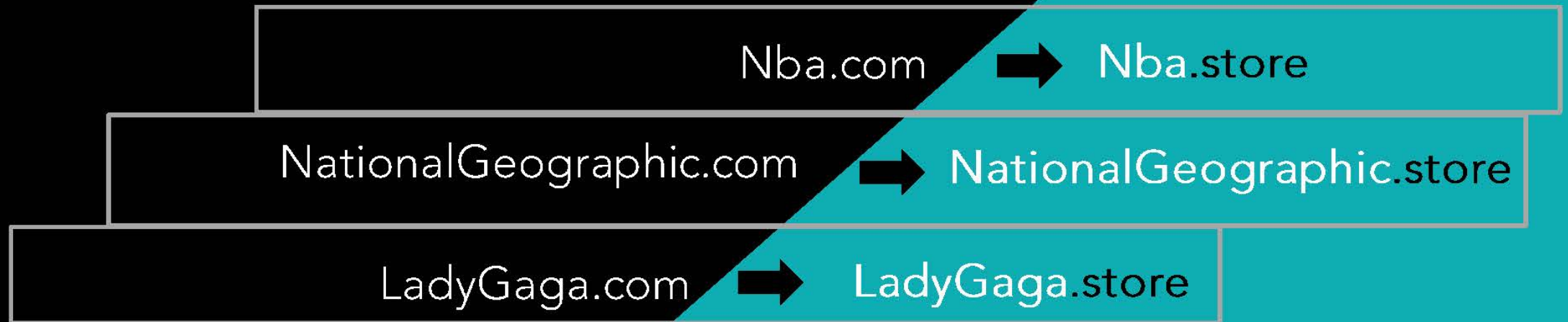
1) Create A URL As Memorable As Your Brand

- Directly take users to the sale or shopping section of your website
- Create an easy & memorable CTA for Marketing Campaigns across all media - Print Ads, TV Ads, Radio Ads



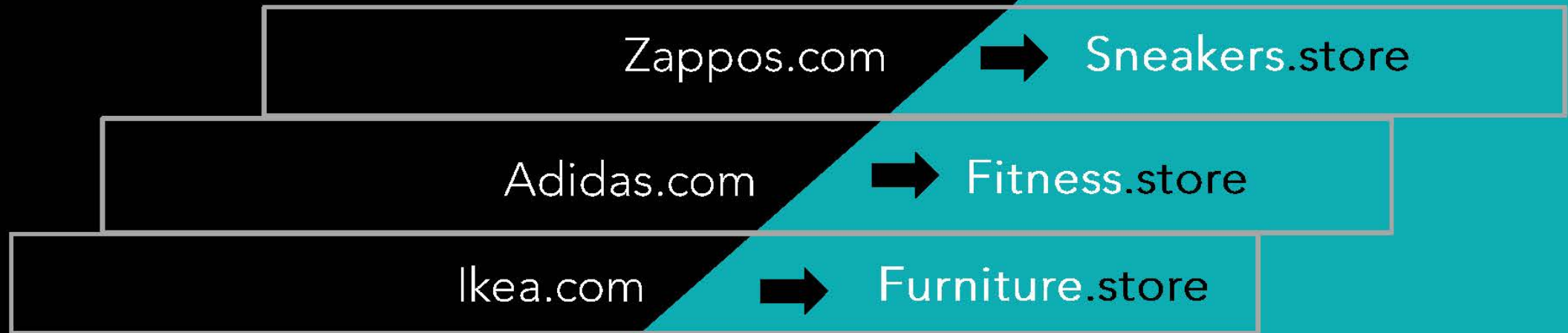
2) Your Corporate Site & Your Online Store Are Different

Companies can create a Portal dedicated to selling their products & complement their corporate site



3) Add More Oomph To Your Brand!

Grab a category killer. Give your brand the marketing edge it deserves



4) Safeguard Your Brand

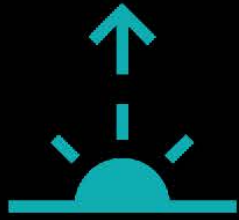
Protect your brand from the risk of counterfeit and phishing by getting a verified online .store!

.store

The ideal approach brand owners can take
to prevent product counterfeits



Launch Plan



SUNRISE

6th April to 5th June, 2016

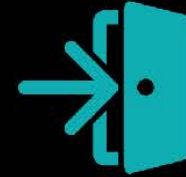
For trademark holders



EARLY
ACCESS
PHASE

7th June to 14th June, 2016

For the early adopters, at
a premium fee

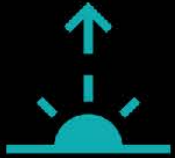


GENERAL
AVAILABILITY

14th June onwards

Open for all

Launch Plan



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
- Prices reduce from day 1 to day 7



GENERAL AVAILABILITY



- First come first serve registrations at standard pricing

Secure YourBrand.STORE Now !

MarkMonitor®

ipmirror

Safenames

MARGARIA

GoDaddy™

instra
CORPORATION

GSC

SAFEBRANDS

Global Domain Name Services for Corporations

COM LAUDE

namecheap

NetNames[™]

lexsynergy
our domain is domains™

Nameshield
group

101domain[™].com

1&1



Neha Naik

Director, Channel Partnerships

neha@radix.email or contact@radix.email

Twitter: @radixregistry

THANK YOU!



www.radix.website

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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.