

Trademark Alert: We Have New gTLD Liftoff!

First New gTLDs Set to Open Sunrise Periods

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The first new generic top-level domains (gTLDs) have finally launched, and the 60-day Sunrise Periods for the following new gTLDs will open on November 26, 2013: .BIKE, .CLOTHING, .GURU, .HOLDINGS, .PLUMBING, .SINGLES, and .VENTURES. On December 3, 2013, the 60-day Sunrise Periods will open for the following additional new gTLDs: .CAMERA, .EQUIPMENT, .ESTATE, .GALLERY, .GRAPHICS, .LIGHTING, and .PHOTOGRAPHY. This is only the beginning of what will soon be a greatly expanded gTLD landscape.

As a brand owner, if you have submitted your trademark to the Trademark Clearinghouse, you can register your mark as a second level domain (SLD) (e.g., yourmark.BIKE) in any of the these new gTLDs during the Sunrise Periods, before registration opens to the general public on January 24, 2014 (January 31, 2014 for the set of gTLDs opening Sunrise Periods on December 3, 2013). If you have not yet submitted your mark to the Clearinghouse but would like to take advantage of the Sunrise Periods, you should submit your mark as soon as possible (a completed submission can take several weeks); otherwise, you may have to try to register with the general public, when third parties will have a chance to beat you to the punch.

Fenwick is a registered Clearinghouse Agent and can help guide you through the process of submitting your mark to the Clearinghouse, and/or registering your mark as an SLD in any of the new gTLD registries. We're also happy to assist you with developing and implementing a strategy to protect your rights in this new and exciting expansion of the online space.

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