

.xxx domain names – An Opportunity to protect your Brand

Following agreement in April with The Internet Corporation for Assigned Names and Numbers (ICANN), ICM Registry is to launch the .xxx domain name on 7 September 2011. ICM Registry advises that “.xxx is designed specifically for the global adult entertainment industry as a trusted brand, globally recognized and extolling responsible and safe behaviour.”

The domain name will initially be offered for a 30 day period commencing 7 September 2011 under Sunrise A and Sunrise B.

Sunrise A is for existing trade mark holders operating within the adult entertainment industry.

Sunrise B is aimed at owners of trade mark registrations who wish to reserve names in order to ensure that the corresponding names are not registered as .xxx domain names by others. For example, the owner of a trade mark registration for BLOGGO who does not wish that trade mark to be used for a .xxx adult content website can itself reserve the domain name bloggo.xxx. Domain names secured under Sunrise B will not result in the registration of a conventional domain name, but the name will instead be reserved and blocked from live use. On payment of the official fee (expected to be in the region of £110) the initial period of reservation will run for ten years, but it is expected that this will eventually be extended indefinitely.

Prior to the launch, it is possible to register your interest in particular domain name(s) and if you would like our assistance in pre-registering your brand name, registering your trade mark during Sunrise B, or if you have any concerns about the launch, please contact Felicity Cox at fcox@mathys-squire.com or on 020 7830 0000.