

New gTLD Sunrise Periods for Gaming, Entertainment and Retail Companies

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September 19, 2016

The following open gTLD Sunrise Periods may be of interest to companies in the gaming, entertainment and retail industries who wish to register their trademark as a domain name. Each new gTLD operator must provide a window during which only owners of brands registered with the Trademark Clearinghouse may purchase domain names reflecting their registered marks before offering second level domains to the general public. ICANN is announcing the new sunrise periods in rounds as new gTLDs are delegated. As explained in our previous [advisory](#), you must register your company's marks with ICANN's Trademark Clearinghouse order to participate in the sunrise periods for the new gTLDs.

gTLD	Sunrise Open	Sunrise Close
游戏 xn--unup4y (games)	September 13, 2016	November 12, 2016
娱乐 xn--fjq720a (entertainment)	September 13, 2016	November 12, 2016
.商店 (shop/store) .xn--czrs0t	September 13, 2016	November 12, 2016
企业 xn--vhquv (enterprises)	September 13, 2016	November 12, 2016

[Click here](#) for a link to view all sunrise claim periods for recently delegated gTLDs.

For more information about the new gTLD program, please contact:

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Kelley Drye represents and advises clients in all aspects of trademark and copyright practice including trademark counseling, prosecution and filings; design and trade dress protection; copyright acquisitions, registrations, protection, confidentiality agreements and enforcements; licensing, distribution and corporate transactions; internet challenges including new gTLDs and ICANN domain disputes; anti-counterfeiting and grey goods; as well as strategies and policing.