

New gTLDs - What In-House Counsel Need to Know: Making Informed Decisions and Protecting Your Brand

ACC-GNY CLE Seminar

Firm Event

November 21, 2011 from 12:00 pm to 2:00 pm (EST)

New York

New York, NY

Just when you thought domain name enforcement couldn't get more expensive, ICANN presents: the New gTLDs! Starting January 12, 2012, ICANN will begin accepting applications for new generic top level domain ("gTLD") names, only now some will not be so "generic." In addition to the gTLDs we are familiar with, such as .com, .org, .net, and .mobi, available gTLDs may include brand names such as ".kelleydrye." or ".yourbrand," or community or industry identifiers such as ".beauty" or ".basketball." Understanding whether your company should apply to register a New gTLD requires an understanding of ICANN's requirements and application process. Even if your company decides not to apply to become a New gTLD registrar, it should be prepared to handle the new enforcement issues associated with the expanding internet environment. This presentation is designed to assist in-house counsel in understanding the gTLD application process, issues counsel should consider in deciding whether his or her company should apply to register a gTLD, and best practices to protect brands throughout this process and beyond.

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