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New Domain Name Deadlines for Trade-mark Owners

The world's domain name system is about to expand from 22 gTLDs (generic Top Level Domains, like .com) to over 1,500 gTLDs. The new gTLDs include domain suffixes descriptive of many businesses such as: .construction, .realestate, and .legal, to name a few. A full list can be found [here](#).

This development applies to you if:

- Your company or institution has registered trade-marks; and
- One or more of the 1500+ new gTLDs has positive or negative relevance to your operations, such that you would want to have priority to register a new domain name, or to be aware of a competitive, or offending, registration.

There is limited time for registered trade-mark owners to take protective/priority measures under the new system. A new pre-registration system called the "Trademark Clearinghouse" is available for trade-mark owners to record their trade-marks and enhance protection of trade-mark rights in the new domain system. To be most effective, this pre-registration needs to be done before the new gTLDs start to come online, which is expected in the second half of 2013.

An [article on our website](#) provides more background; and these links provide information from the source: [ICANN](#), [Trademark Clearinghouse](#).

We can help you navigate your trade-marks through the new gTLD process. Please contact [Thomas O'Reilly](#) of our [IP&T Group](#) if you have questions or for assistance in submitting your registered trade-marks to the Trademark Clearinghouse.

If you would like to continue to receive updates on the gTLDs [or other Intellectual Property law issues](#) please ensure you are subscribed to Field Law's IP&T e-newsletter. To subscribe, [please click here](#).

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