



- MEDIUM RISK ROUTE
- BEST TRADE MARK ROUTE
- HIGH RISK ROUTE
- MVS VALIDATION (Only for .africa and South African TLD's)

TERMINOLOGY/ACRONYM KEY

AUCTION – domain allocated to the highest bidder
 DPML – blocks a designated keyword incorporating a mark in over 200 TLDs
 LANDRUSH – domains sold at a premium to the general public
 MVS – validation limited to .africa, .joburg, .durban and .capetown TLDs
 PDDRP – action taken against a registry that contributes to trade mark infringement

SUNRISE – priority domain registration period reserved for validated trade marks
 TMCH – organisation that validates trade marks submitted by a TMCH agent
 UDRP – procedure to recover a domain that infringes a trade mark
 URS – procedure to suspend a domain and take down an infringing website
 VALIDATION – a trade mark must be validated, with the TMCH, to register matching domains during a Sunrise