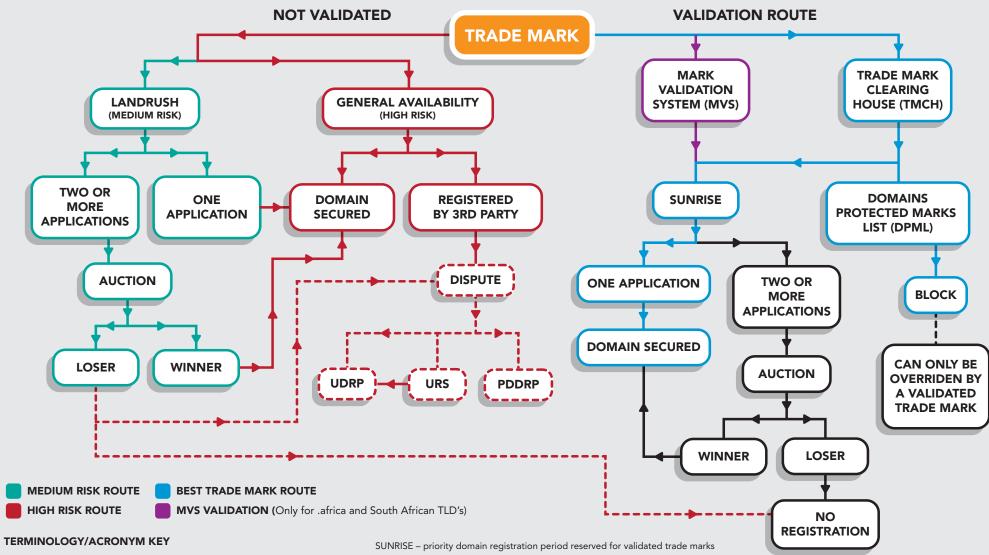


## PROTECTING YOUR MARK IN THE NEW GTLDS







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 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