PROTECTING YOUR MARK IN THE NEW GTLDs

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
- TRADE MARK CLEARING HOUSE (TMCH)
- TRADE MARK PROTECTED MARKS LIST (DPML)
- VALIDATION SYSTEM (MVS)
- 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

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