

SAFEGUARD YOUR REGISTERED TRADE-MARK FROM BECOMING A “.xxx” DOMAIN NAME

Date: September 01, 2011

The Internet Corporation for Assigned Names and Numbers (ICANN) has approved a new top-level domain for .xxx domain registrations intended for the adult entertainment industry.

Existing registered trade-mark owners and licensees may proactively exclude registration of their trade-marks as .xxx domain names. The opt-out period is tentatively scheduled to begin in September 2011 and will provide a limited period of time (30 days) during which rights holders may exclude the registration of their trade-marks as .xxx domain names, effectively blocking third parties from using their trade-marks as .xxx website addresses.

If you have any questions or concerns in this regard, or require any assistance in protecting your trade-marks, please contact one of our professionals at Riches, McKenzie & Herbert LLP.