

# Brand Protection

## Domains Protected Marks List

### DPML Primer

The launch of the new generic Top Level Domains (gTLDs) in the early 2010s ushered in a new era of naming conventions. This creates new opportunities for marketing and branding opportunities both small and large corporations, but it also exposes them to new challenges online.

As the list of available extensions grows, brands now face an uphill challenge of identifying, registering and defending their brand against cybersquatting. With that in mind, several Domain Registries - Donuts, UniRegistry, ICM, .CLUB and MMX - have each launched a Domains Protected Marks List (DPML) or an equivalent program to provide a mechanism for blocking unauthorized third parties for registering domain names that infringe upon a legitimate Registrant's trademark.

#### What is a Brand Protection Program or DPML?

A Brand Protection Program from domain registries (such as DPML from Donuts) is a proactive rights protection mechanism offered through specific registry operators which prevents non-rights holders from performing infringing domain registrations across all offered domain extensions.

By purchasing a single product at a fraction of the cost of performing copious traditional defensive domain registrations or pursuing URS or UDRP proceedings, a DPML registration is extremely cost effective. **A DPML covers ALL new gTLD extensions offered by the respective registry, for one fee.**

A DPML registration is available to all Trademark Clearinghouse Enrollees who subsequently possess a current and valid SMD file.

## Brand Protection Programs and Options

Registry program	# of covered extensions	Misspelling protection	Homonym protection	Premium names covered	Term
DPML – Donuts Registry	238	0	✓	✗	5 years
DPML Plus – Donuts Registry	238	3*	✓	✓	10 years
EPS – Uni Registry	23	SMD*	✗	✓	1 year
EPS Plus – Uni Registry	23	SMD*	✓	✓	1 year
TRex – MMX Registry	43	SMD*	✗	✗	1 year
Trademark Sentry – .CLUB	1	Extra Fee	✗	✗	5 years
AdultBlock – ICM Registry	4	✗	✗	✓	1, 3, 5 or 10 years
AdultBlock+ – ICM Registry	4	✗	✓	✓	1, 3, 5 or 10 years

\* SMD – Misspellings covered in the Trademark Clearinghouse Signed Mark Data (SMD) file are protected. Note: Each brand protection programs covers its own range of domain extensions and none of them is a replacement for another.

### How Does a DPML Block Work?

1. In order to secure a DPML block, a trademark owner must first validate their mark with the Trademark Clearinghouse. This step ensures that the applicant for a DPML block does in fact also possess a valid trademark for the label the DPML block would be applicable for.
2. Once validation is complete, the trademark owner will be granted a Signed Mark Data (SMD) file.
3. A party that possesses an SMD file for a particular mark will be authorized to purchase a DPML block subscription for that same matching mark.
4. A DPML block is not a domain registration - conceptually it is the opposite. A DPML block prevents registrations for being allowed for domain names that match or contain a trademark.
5. Once you own a DPML block subscription, no third party will be able to perform domain registration.

\* A DPML block does not prevent another validated Trademark owner from being able to perform future registrations of domains also matching their mark.

Mark	Eligible Blocks	Ineligible Blocks
Webnames	Webnames.TLD	W3bnames.TLD
	MyWebnames.TLD	MyWebnam3s.TLD
	WebnamesDomains.TLD	Websnames.Domains
Google	Google.TLD	G00gle.TLD
	GoogleMail.TLD	Goggle.TLD
	GoogleWeb.TLD	Gogole.TLD
ABC	ABC	ABCservices.TLD
		MyABC.TLD

## Additional DPML Block Rules:

- One and two character terms: These cannot be blocked by the DPML. Three letter characters can only be blocked if it is an exact match of a submitted mark.
- Existing domain registration: Domain names registered prior to a DPML block going into effect will remain unblocked. If the domain name is not renewed, it will automatically be covered by the DPML.
- Premium and Reserved Names: Premium domain names reserved by Donuts Inc. and ICANN will not be covered by domain blocks.
- Other Sunrise Rights: Other TMCH applicants will be able to utilize their SMD file to register a domain name covered by a DPML block during the Sunrise Period. However, the block will automatically be applied if the domain name is not registered during the Sunrise Period.

## DPML and Sunrise Registration

Other trademark owners that have successfully enrolled their marks into the TMCH will be able to register domain names during the Sunrise Phase. This allows them to circumvent the block, provided that the domain name they are registering matches their enrolled trademark. If the domain name in question is not registered during the Sunrise Period, the DPML block is automatically applied to it at the conclusion of Sunrise.

## What if I Want to Use a Blocked Domain Name?

Valid trademark owners have the option of unblocking domain names through an override. In order to successfully override a DPML block for a particular domain name, brands need to submit their TMCH validated trademark and SMD file to their TMCH agent. DPML blocks can be submitted at any time, as long as the DPML submission is still active. Third parties who are not valid mark owners cannot unblock or otherwise circumvent a DPML.

For more information on DPML, contact Webnames Corporate at 1-866-470-6820 or email [corporate@webnames.ca](mailto:corporate@webnames.ca).

## Donuts domains covered by DPML

.academy	.business	.church	.cool	.directory	.exposed
.accountants	.cab	.city	.coupons	.discount	.express
.actor	.cafe	.claims	.credit	.doctor	.fail
.agency	.camera	.cleaning	.creditcard	.dog	.family
.airforce	.camp	.clinic	.cruises	.domains	.fan
.apartments	.capital	.clothing	.dance	.education	.farm
.army	.cards	.coach	.dating	.email	.finance
.associates	.care	.codes	.deals	.energy	.financial
.attorney	.careers	.coffee	.degree	.engineer	.fish
.auction	.cash	.community	.delivery	.engineering	.fitness
.band	.casino	.company	.democrat	.enterprises	.flights
.bargains	.catering	.computer	.dental	.equipment	.florist
.bike	.center	.condos	.dentist	.estate	.football
.bingo	.chat	.construction	.diamonds	.events	.forsale
.boutique	.charity	.consulting	.digital	.exchange	.foundation
.builders	.cheap	.contractors	.direct	.expert	.fund

## Donuts domains covered by DPML (continued)

.furniture	.house	.management	.properties	.singles	.tours
.futbol	.immo	.market	.pub	.soccer	.town
.fyi	.irish	.marketing	.recipes	.social	.toys
.gallery	.immobilien	.mba	.rehab	.software	.training
.games	.industries	.media	.reise	.solar	.travel
.jetzt	.institute	.memorial	.reisen	.solutions	.university
.gifts	.insure	.moda	.rentals	.studio	.vacations
.gives	.international	.money	.repair	.style	.ventures
.glass	.investments	.mortgage	.report	.supplies	.vet
.gmbh	.jewelry	.movie	.republican	.supply	.viajes
.gold	.kaufen	.navy	.restaurant	.support	.video
.golf	.kitchen	.network	.reviews	.surgery	.villas
.graphics	.land	.news	.rip	.systems	.vin
.gratis	.lawyer	.ninja	.rocks	.tax	.vision
.gripe	.lease	.partners	.run	.taxi	.voyage
.group	.legal	.parts	.sale	.team	.watch
.guide	.life	.photography	.salon	.technology	.wine
.guru	.lighting	.photos	.sarl	.tennis	.works
.haus	.limited	.pictures	.school	.theater	.world
.healthcare	.limo	.pizza	.schule	.tienda	.wtf
.hockey	.live	.place	.services	.tips	.zone
.holdings	.loans	.plumbing	.shoes	.tires	
.holiday	.ltd	.plus	.shopping	.today	
.hospital	.maison	.productions	.show	.tools	

## MMX Registry domains covered by TRex

.bayern	.cooking	.frl	.london	.ruhr	.vodka
.beer	.durban	.gal	.miami	.scot	.wedding
.boston	.earth	.garden	.moe	.surf	.wien
.capetown	.eus	.horse	.nrw	.tirol	.work
.casa	.fashion	.joburg	.osaka	.tube	.yoga
.cat	.fishing	.koeln	.quebec	.uno	
.cologne	.fit	.la	.rodeo	.vip	

## Uni Registry domains covered by EPS

.click	.gift	.hiphop	.juegos	.sexy	.tattoo
.country	.help	.hiv	.link		

## ICM Registry domains covered by AdultBlock

.adult	.porn	.sex
.xxx		

## .CLUB Registry domain covered by Trademark Sentry

.club