

Trademark Clearinghouse Primer

Designed to defend the rights of brand owners, ICANN created the Trademark Clearinghouse (TMCH) to validate and safeguard the intellectual properties of brand owners. Acting as the authoritative database for all registry operators, the TMCH ensures that validated mark owners receive priority access to each domain name ahead of general availability.

The increasingly complex nature of the TMCH means that brands need a partner to navigate the complex rules and requirements of the Clearinghouse. As an accredited agent, Webnames provides unparalleled expertise and guidance to ensure that brand owners are positioned to defend their rights online.

Why Choose Webnames as Your TMCH Agent



Simplified Sunrise Registrations



Expertly Managed TMCH Submissions



Automatic TMCH Renewal & Validation



Curated gTLD Advice



Single Dashboard for Trademarks & Domains



Easy Brand Protection & DPML management

TMCH Validation Process



Enroll

Dedicated account managers ensure the accuracy of your Trademark Clearinghouse submission to save you time.



Verify

Trademark validation **may take up to 34 days**, but Webnames.ca can help expedite the process to 15 days or shorter, in some cases.



Approve

Once your Trademark Clearinghouse application has been approved, you receive a SMD file with your trademark information. This file can be stored within your Webnames.ca account to quickly grant you access to the Sunrise Period of each new gTLD.

Trademark Clearinghouse Checklist:

In order to ensure that your enrollment into the Trademark Clearinghouse goes as smoothly and as quickly as possible, we've prepared a brief checklist of all the required materials.

1. List of trademark(s) to be enrolled into the TMCH

The TMCH is able to accommodate multiple marks per user. If you have plans on submitting multiple marks, you can do so manually, one-by-one.

2. Complete trademark information

Each application needs to include the trademark name, registration number, jurisdiction, registration date, owner status, owner type organization name, term, detailed description of goods and services.

Registered Trademark owners also need to provide their "Goods and Services" classes during the application.

3. Signed Trademark Clearinghouse Agreement

Confirm that you allow Webnames.ca to submit your Trademark information to the Trademark Clearinghouse and to act as your agent. This allows us to enroll your brand into the TMCH on your behalf.

4. Proof of Use Documentation

Confirm that the trademark information you provide is accurate and complete. Additionally, this confirms that you will notify the TMCH through Webnames.ca if your trademark is no longer accurate or has been abandoned.

5. Proof of Use Samples

To successfully enroll into the Trademark Clearinghouse, brand owners are required to provide proof of usage of a particular mark. This can include labels, tags, marketing materials, press releases and signage.

Court Validated Marks will be required to submit a court order as a proof of use sample.

Once all documents have been signed, reviewed and prepared, Webnames will begin the process of enrolling your mark(s) into the Trademark Clearinghouse. At the conclusion of the enrollment process, mark owners will receive a **Signed Mark Data (SMD)** file as proof of a trademark's validation.

For assistance and guidance on gathering relevant trademark information, contact Webnames at 1-866-470-6820 or email corporate@webnames.ca.

