

Trademark Owners can block new .XXX domain names

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Domain names for the top level domain .XXX will soon be available for registration with ICM Registry through accredited registrars. Only individuals, businesses and organizations that currently provide online adult entertainment and their suppliers are eligible to register an .XXX domain name. However, non-adult entertainment-oriented trademark holders have the opportunity to reserve and block registration of domain names corresponding to their nationally registered (foreign or domestic) trademarks through ICM Registry's Sunrise B program.

Trademark owners who wish to block others from registering domain names corresponding to their marks must submit an application with (i) information relating to their mark and (ii) an application fee to an accredited registrar during the Sunrise

B period, which runs from Sept. 7, 2011, through Oct. 28, 2011. If the application is approved, and no adult entertainment provider has applied for registration of the same domain name, the blocked domain name will resolve to a standard informational page reflecting that the domain name is reserved. If an adult entertainment provider applies for the same domain name that an applicant wishes to block, the adult entertainment provider will receive the domain name if all other application requirements are satisfied. Application services for the blocking program are available through various registrars for trademark owners to block .XXX domain names for at least 10 years for a one-time fee.

For information regarding these services and the application process, please contact Susan D. Rector at srector@szd.com or 614.462.2219.

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