



**LADAS & PARRY** LLP  
NEW YORK · CHICAGO · LOS ANGELES · LONDON · MUNICH

# Digital Brands

- ◆ Domain Name Registration
- ◆ Domain Name Maintenance
- ◆ Client Inventories
- ◆ Portfolio Consolidation
- ◆ Third Party Use Audits
- ◆ Domain Name Disputes
- ◆ Domain Name Litigation
- ◆ Domain Name Acquisition
- ◆ Online Advertising Abuse
- ◆ Domain Name Registration Watch



## Ladas & Parry Digital Brands Practice Group

We counsel our clients in all aspects of how the Internet affects their trademarks, copyrights, and brand identities. By remaining on the cutting edge of this field, we help our clients protect their intellectual property interests through proactive portfolio management, defensive programs and aggressive enforcement.

We have the experience, resources, and tools necessary to protect your brands against cybersquatters, pirates, and those who would take a "free ride off", or tarnish, a brand's established image.

[www.digitalbrands.info](http://www.digitalbrands.info)

[www.ladas.com](http://www.ladas.com)



## Domain Name Registration

- ◆ Assistance in registering generic Top Level Domains (gTLD) such as *.com*, *.biz* and country code Top Level Domains (ccTLD) such as *.fr*, *.au* and *.uk* domain names, including help in meeting requirements in restricted domains.
- ◆ Confidential registration of domain names during the search process.
- ◆ Analysis of current registration programs for adequate coverage and appropriate cost.
- ◆ New domain registrations due to new extensions, brand rollouts, geographic expansion and acquisitions/mergers.

## Domain Name Maintenance

- ◆ Once a domain name has been entered into our renewal system, we renew it when due unless our client instructs otherwise.
- ◆ By placing these on our renewal docket, with the default setting being "renew unless instructed otherwise", our clients avoid losing a valuable domain name or stopping web traffic or email flow due to non-renewal.

## Client Inventories

- ◆ Large companies commonly have multiple subsidiaries that do not have a complete list of all of their domain names, gTLD names as well as ccTLD names.
- ◆ We search all electronic registries to determine which domain names belong to a particular client and its related companies. Once the inventory is complete, it can be reported on a web-based tool, which can be placed on the company intranet.

## Portfolio Consolidations

- ◆ We can consolidate our clients' portfolio into our care to ensure uniformity of ownership and domain contacts and to ensure timely renewal. We have thousands of domain names under our management.

## Third Party Use Audits

- ◆ Do you know who has registered domain names with your marks in them? We can search available electronic registries to uncover unauthorized registration of infringing domain names (generic and country code). We also suggest recovery strategies depending on the particular dispute policy or legal system governing the domain name.

## Domain Name Disputes

- ◆ We are one of the largest filers of UDRP and other ICANN policy, and Department of Commerce policy complaints. In addition to ICANN policies, certain country code registries have informal resolution procedures, such as Nominet's dispute policy for *.uk* domains. When devising registration strategies, we take into account which jurisdictions offer liberal, low cost recovery and which do not. We have successfully recovered domain names for clients in jurisdictions all over the world.

## Domain Name Litigation

- ◆ The Anti-Cybersquatting Consumer Protection Act (ACPA) is a powerful tool to recover domain names which have been pirated. Additionally, dilution claims feature prominently in any litigation strategy. Our Litigation Department has experience in bringing such claims, and has successfully resolved such disputes during pending litigation.

## Domain Name Acquisition

- ◆ Some domains are integral to your business name. Often, a client wishes to obtain a particular domain name without driving up the price by disclosing their identity. We have helped our clients with such matters, including:
  - ◆ Domain name valuation estimates.
  - ◆ Undisclosed principal acquisition.
  - ◆ Complex strategies.

## Online Advertising Abuse

- ◆ We assist our clients with various online advertising abuse problems, including:
  - ◆ "Keyword" advertising sales and priority placement.
  - ◆ Online copyright infringement and enforcement under the Digital Millennium Copyright Act.
  - ◆ Online trademark infringement and dilution.
  - ◆ Metatag/hidden code abuses.

## Domain Name Registration Watch

- ◆ Advances in searching technology continue to increase the ability of a diligent trademark owner to police its marks online. Consistent with the continued improvements in technology, Ladas & Parry has enhanced its domain name watch services to offer searching of available electronic registries (gTLD and ccTLD) for exact matches and variations of our clients' marks. Please visit [tmw.ladas.com](http://tmw.ladas.com) for more information.

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