

Com Laude

FICPI Open Forum 2019

Dialogue between IP Owners, Shops Online and Platforms

11 October 2019

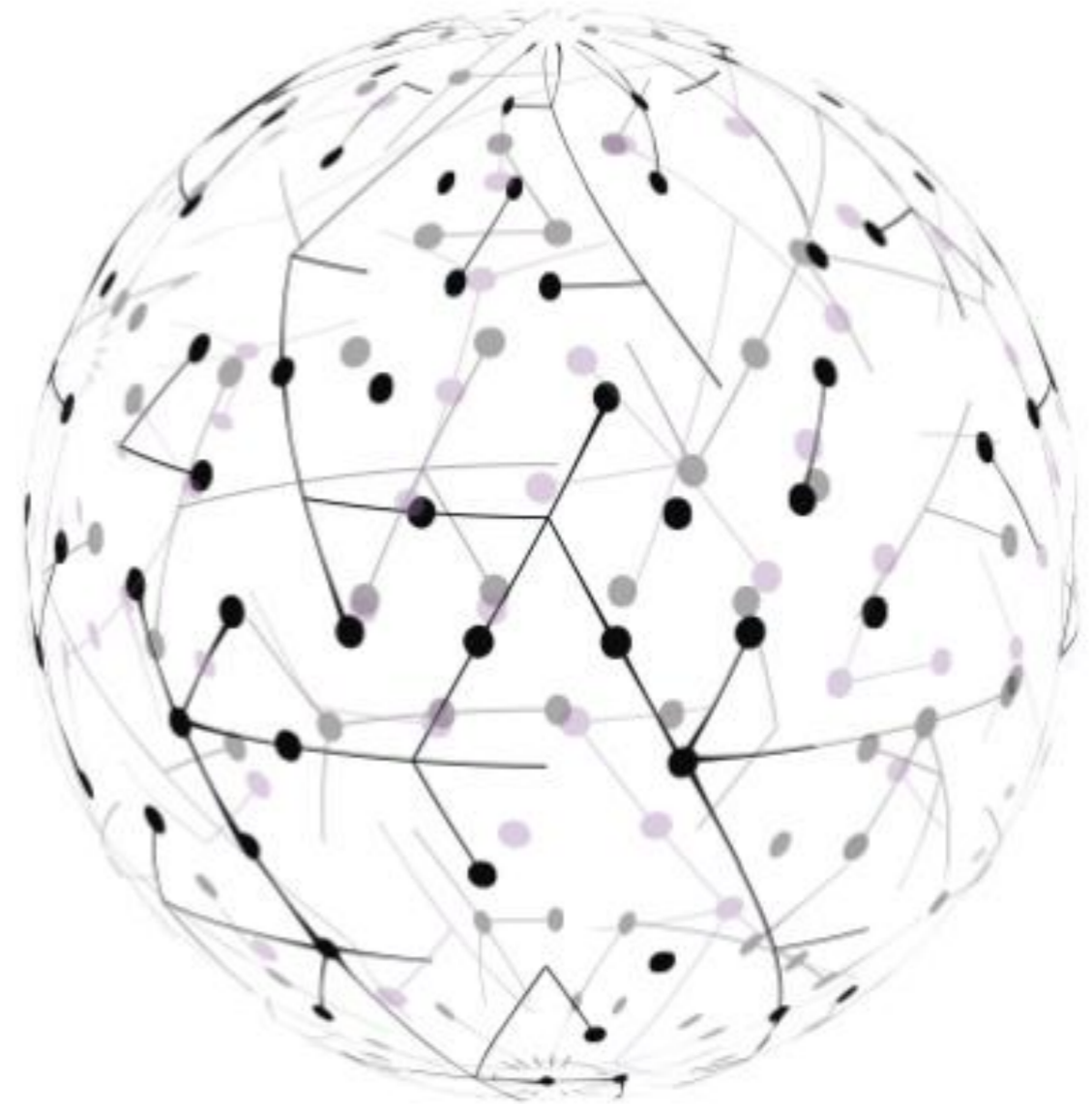
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We are a domain registrar and a consultancy working with global brand owners

Work with our clients on programs to minimise infringement, with a focus on domains

Here are five opportunities around domains that we encourage our clients to exploit in order to minimise infringement



Domains are signposts to authentic content, trusted by your customers & investors

Categorise domains by priority:

1. Critical
2. Important in long term
3. Useful for short term
4. Temporary (eg claimed after a UDRP)

Rules set for the lifecycle of domains in each category e.g.

- When to delete
- Where to add locks

Workshop a critical incident around your key domains

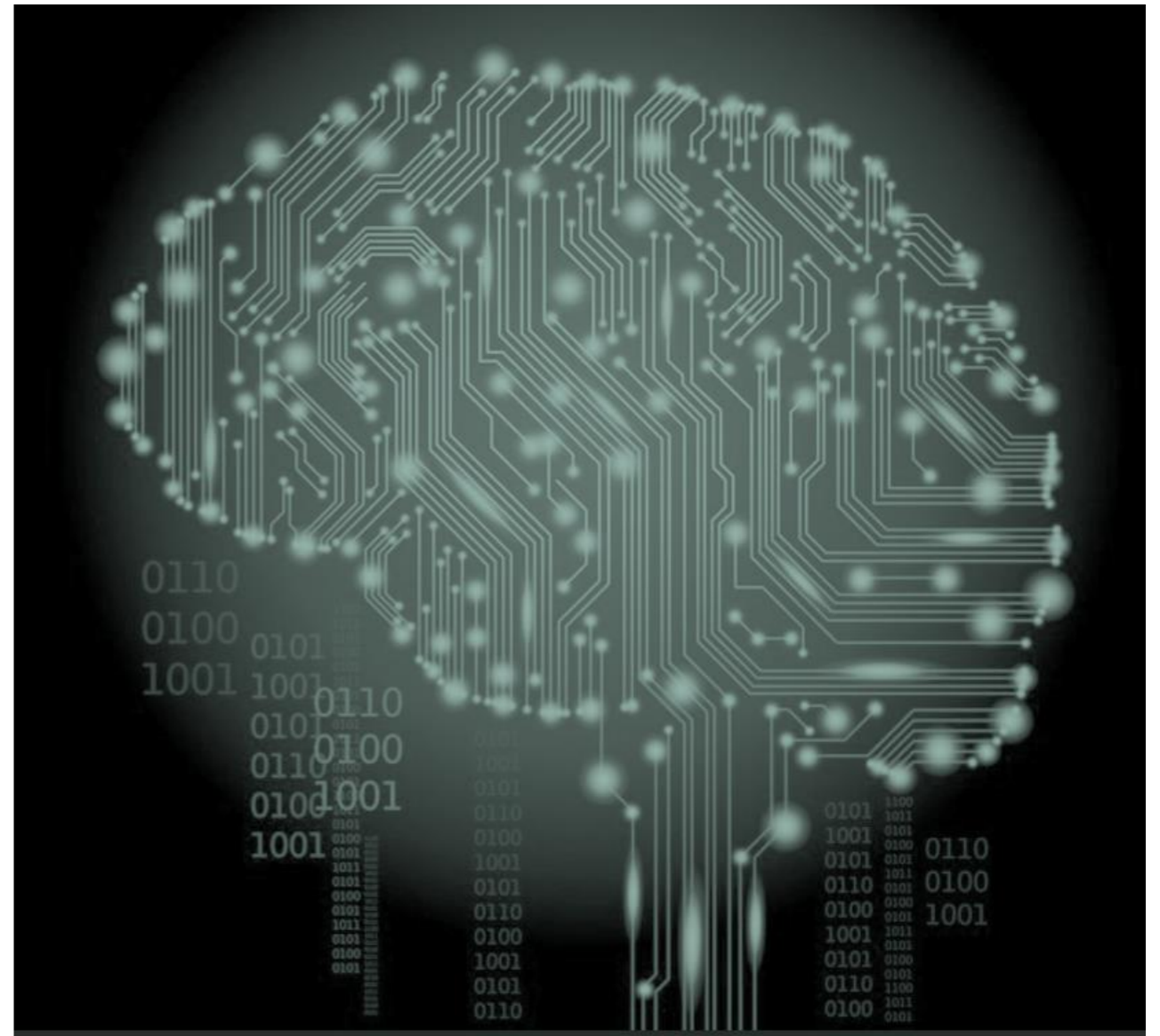


Opportunity 2: Expand your domain horizons

Creative approach to new registration to inhibit infringement & enhance communication

New registrations:

- Align your domains and trademark portfolios
- Short term Category 3 registrations supporting campaigns
- Registrations that anticipate infringement: matching typed in traffic or NX Domains
- Registrations to support collaborations and curated stories on social media
- IDN domains matching Category 1 & 2 marks
- New gTLDs only in appropriate category: axa.insurance but not axa.horse
- Utilise New gTLD Blocks where appropriate



Opportunity 3: Simplify domain enforcement

Draw a line in the sand:
Only tackle infringing live domains with
infringing content, e-commerce enabled,
malware

Monitor 3rd party registrations with
analysis of risk

- Document a case where you have enforced with extreme prejudice and publish it to discourage infringers & educate the public

Review when & how you use UDRPs

- GDPR challenges: what are the options
- WIPO the gold standard but CAC much cheaper if registrant cannot be found
- Is URS sufficient?



Opportunity 4: Connect domains to brand enforcement



Review the data you get from your brand enforcement providers:

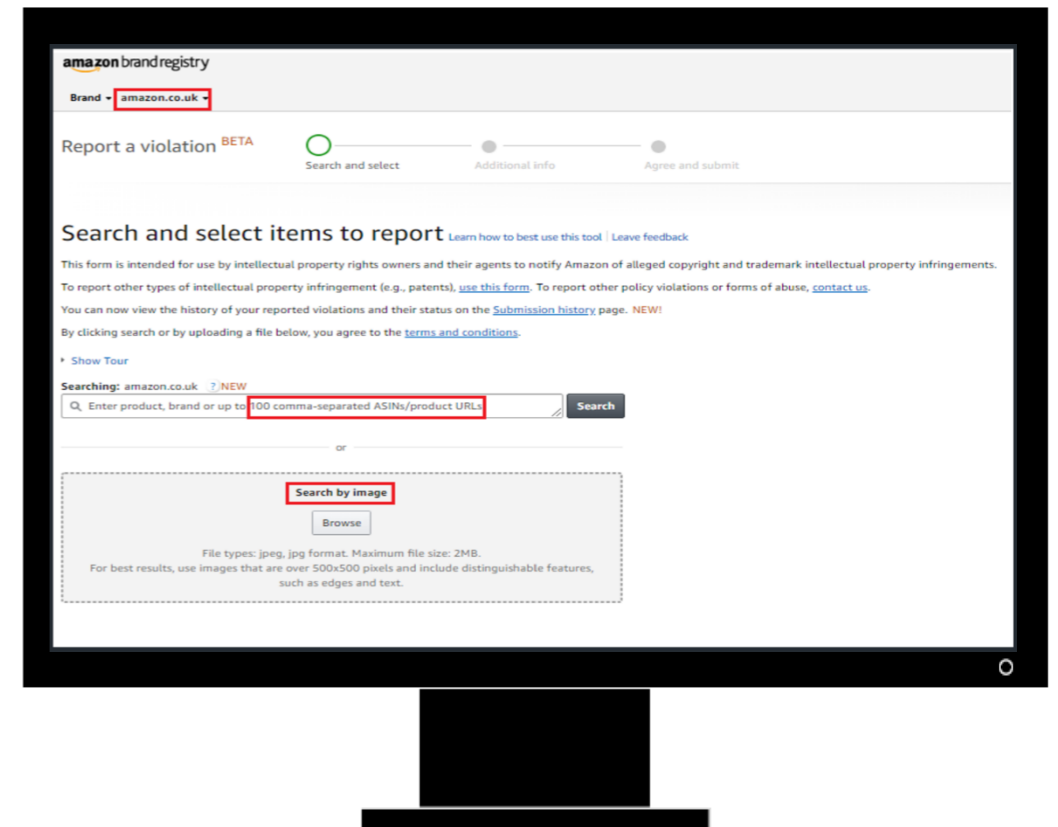
- Overlay your domain data with data from social media & market place monitoring
- Are there patterns of abusive activity you can negate with short term registration?

Co-operate with the registry operators

- Several are building AI solutions to predict infringing registrations: UK, DK, Eurid
- Registrations locked if they come from an IP address used by infringers, paid for by a distant registrar with a credit card less than a month old

Understand the market places

- Amazon Brand Registry includes text- and image-based search capabilities to detect copyright infringement and automated protections that use machine learning to predict and prevent future defects. 130,000 brands enrolled



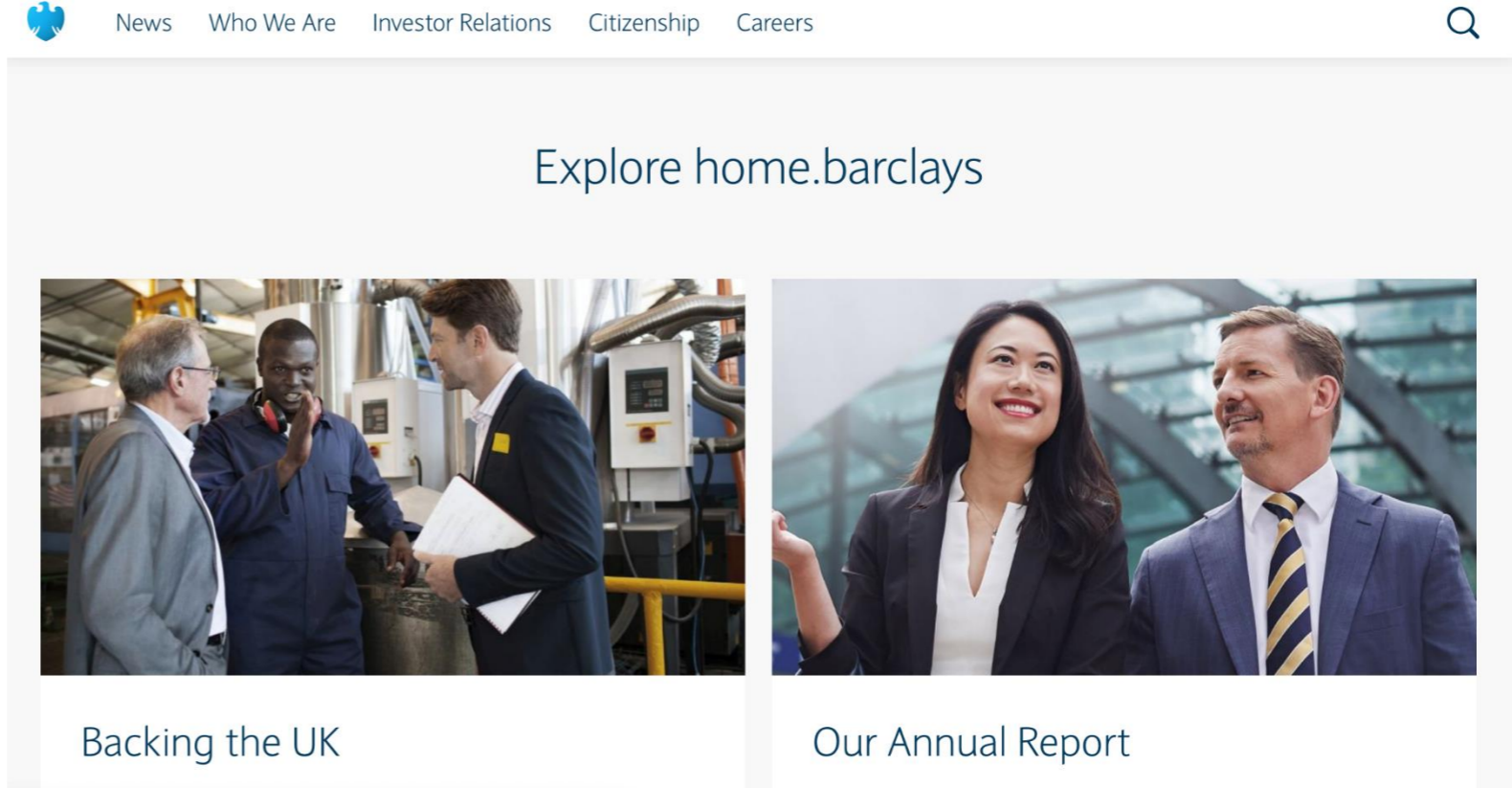
Opportunity 5: Focus on what is important now & in long-term

Take the time to consider important issues right now:

- Ensure your registrar is secure: domain theft from registrar accounts still occurring: svh.com
- Is the AdultBlock+ good value if it blocks your brand in .XXX, .porn, .sex and .adult at \$3,600 for 10 years?

And don't forget the long-term:

- Could a .Brand help you to defeat infringers?
- Is it time to recover every 3rd party owned name matching your key brands? Cost / benefit analysis



The screenshot shows the Barclays website homepage. At the top, there is a navigation menu with links for News, Who We Are, Investor Relations, Citizenship, and Careers. A search icon is located in the top right corner. Below the navigation, the main heading reads "Explore home.barclays". There are two featured content blocks: "Backing the UK" with an image of three men in a factory setting, and "Our Annual Report" with an image of a woman and a man in business attire.

“The launch of the .barclays and .barclaycard domain names creates a simplified online user experience, making it crystal clear to our customers that they are engaging with a genuine Barclays site. This clarity, along with the advantages of controlling our own online environment, enables us to provide an even more secure service.”

Troels Oerting, Barclays Group CIO



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Thank you