



B A R R I S T E R S - A T - L A W

Advocates of the High Courts & Supreme Court of Pakistan
and Legal & Policy Consultants

“New gTLDs [*Web addresses*]

Opportunities & Challenges”

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Navigating the Web Changes.....

.SPACE
.MUSICHELP.ONLINE
.MEDIA.GREEN.RECORDS
.GAY.NYC.FREE
.PEACE.DESIGN.SHOP.LAW
.CHAT.RADIO.ART.CAM
.FILM.GALLERY.LLC.INC.REALTY.BOOKS

.COM .MOBI .INT
.EDU .INFO .XXX
.EU .CO.UK .GOV
.ASIA .NAME .US
.JOBS .BIZ .NET



Search Engines!!



BRAND GTLDS

.aaa

.aarp

.abarth

.abb

.abbott

.abbvie

.abc

.able

.accenture

.acer

.aco

.active

.adac

.aeg

.aetna

.afamilycompany

.afl

.africamagic

.agakhan

.aig

.aigo

.deutschepost

.dhl

.digikey

.discover

.dish

.dnb

.dnp

.docomo

.dodge

.doha

.doosan

.dstv

.dtv

.dunlop

.duns

.dupont

.dvag

.dvr

.dwg

.edeka

.emerck

.komatsu

.konami

.kone

.kpmg

.kpn

.krd

.kred

.ksb

.kuokgroup

.kyknet

.ladbrokes

.lamborghini

.lamer

.lancaster

.lancia

.lancome

.landrover

.lanxess

.lasalle

.latrobe

.leclerc

.reisen

.reliance

.ren

.rexroth

.richardli

.ricoh

.rightathome

.ril

.rmit

.rocher

.rockwool

.rogers

.rwe

.safe

.safeway

.sakura

.samsclub

.sandvik

.sandvikcoromant

.sanofi

.sap

.airbus

.airtel

.akdn

.alcon

.alfaromeo

.alibaba

.alipay

.allfinanz

.allfinanzberater

.allfinanzberatung

.allstate

.ally

.alstom

.amazon

.americanexpress

.americanfamily

.amex

.amfam

.amica

.amp

.android

.ansons

.anthem

.anz

.aol

.emerson

.epost

.epson

.ericsson

.erni

.est

.esurance

.etisalat

.eurovision

.everbank

.extraspaces

.fage

.fairwinds

.farmers

.fast

.fedex

.ferrari

.ferrero

.fiat

.fidelity

.fido

.final

.finish

.fire

.firestone

.lefrak

.lego

.lexus

.liaison

.lidl

.like

.lilly

.lincoln

.linde

.lipsy

.livestrong

.lixil

.locker

.locus

.loreal

.lotte

.lpl

.lplfinancial

.ltda

.lundbeck

.lupin

.macys

.maif

.mango

.marriott

.sapo

.sapphire

.sas

.saxo

.sbi

.sbs

.sca

.scb

.schaeffler

.schmidt

.schwarz

.schwarzgroup

.scjohnson

.scor

.seat

.select

.sener

.ses

.seven

.sew

.sfr

.shangrila

.sharp

.shaw

.shell

Total Applications

1930

Just the 1st Round

IDNs

Using Local Scripts



Coca-Cola.com

کوکا کولا . کوم

Web addresses

Emails!!

Challenges

Cybersquatting

- User confusion
- Infringement
- Malicious Use

Protect Who?

- Brand Owners
- Registrants
- Users

Trademark Clearinghouse



OF A DOMAIN NAME

SUB-DOMAIN	SECOND-LEVEL	TOP-LEVEL	PROTECTED
www	.Mcdonalds.	com	<input checked="" type="checkbox"/>
www	.Mcdonalds.	eat	<input type="checkbox"/>
www	.Mcdonalds.	food	<input type="checkbox"/>
www	.Mcdonalds.	diet	<input type="checkbox"/>

Sunrise

Notice [60 days]

Notice: 90 days

TM + 50 Harmed Names

Uniform Rapid Suspension



VARIANTS!!!!



Arabic Script Writing

Instructions: Try to write your name in Arabic script. It will be automatically transliterated phonetically.

Write your name in Arabic script

کوکا کولا

Other languages offered: Multilingual

Farsi Script Writing

Instructions: Try to write your name in Farsi script. It will be automatically transliterated phonetically.

Write your name in Farsi script

کوکا کولا

Urdu Script Writing

Instructions: Try to write your name in Urdu script. It will be automatically transliterated phonetically.

Write your name in Urdu script

کوکا کولا

&

Sindhi

Plurals Vs. Singulars

ACCOUNTANT ACCOUNTANTS
AUTO AUTOS
CAR CARS
CAREER CAREERS
COUPON COUPONS
CRUISE CRUISES
DEAL DEALS
FAN FANS
GAME GAMES
GIFT GIFTS
HOME HOMES
HOTEL HOTELS

HOTEL HOTELES
KID KIDS
LOAN LOANS
MARKET MARKETS
NEW NEWS
PET PETS
PHOTO PHOTOS
REVIEW REVIEWS
SPORT SPORTS
TOUR TOURS
WEB WEBS
WORK WORKS



Engage With ICANN

Questions?

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