

CLEARINGHOUSE



Webinar .THEATRE



## agenda

### Webinar guidelines:

- All participants will be muted
- Questions can be posed via chat
  - Will be answered during webinar
  - Or consolidated for Q&A at the end
- If you have no audio:
  - Select “join audio” in upper left corner & dial in
- Recording & presentation will be shared

. Stats update

. Sunrise Calendar

. .THEATRE by Shayan Rostam  
Global Director Registry Operations .XYZ

.Q & A



# 39.629

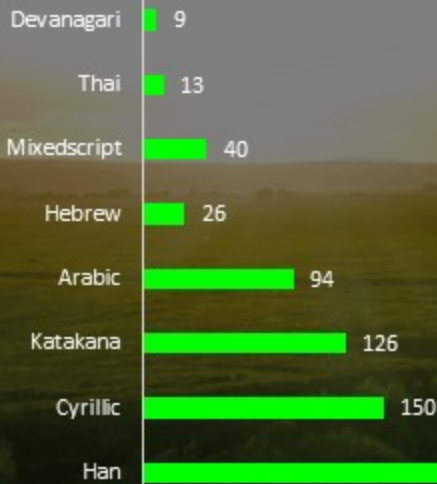
marks submitted

45,79% submitted for multiple years

80,66% registered by agents

93,30% are verified

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Marks from 109 countries & covering 121 jurisdictions  
For a total of 106.239 trademark years

207.930 claims notifications sent out to TM-holders  
222.368 ongoing notifications sent out to TM-holders

4.137 marks have expired

updated: December 17th 2015

# ACTIVE SUNRISE PERIODS








<p>SUNRISE PERIOD ACTIVE</p> <p><u>.theatre</u> <b>.THEATRE</b></p> <p>Sunrise closes: Tue, 19 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.yachts</u> <b>.yachts</b></p> <p>Sunrise closes: Sun, 31 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.feedback</u> <b>.feedback</b></p> <p>Sunrise closes: Wed, 6 January '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.コム (com)</u></p> <p>Sunrise closes: Sun, 31 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.auto</u> <b>.AUTO</b></p> <p>Sunrise closes: Tue, 12 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.boats</u> <b>.boats</b></p> <p>Sunrise closes: Mon, 1 February '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.wine</u></p> <p>Sunrise closes: Sat, 16 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.reit</u> <b>REIT</b></p> <p>Sunrise closes: Sun, 20 December '15</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.vin</u></p> <p>Sunrise closes: Sat, 16 January '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.cloud</u> <b>.CLOUD</b></p> <p>Sunrise closes: Fri, 15 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.family</u></p> <p>Sunrise closes: Sat, 9 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.office</u> <b>Office</b></p> <p>Sunrise closes: Wed, 6 January '16</p>
<p>SUNRISE PERIOD ACTIVE</p> <p><u>.lasalle</u> <b>LaSalle</b> INVESTMENT MANAGEMENT</p> <p>Sunrise closes: Thu, 14 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.car</u> <b>.CAR</b></p> <p>Sunrise closes: Tue, 12 January '16</p>	<p>SUNRISE PERIOD ACTIVE</p> <p><u>.cars</u> <b>.CARS</b></p> <p>Sunrise closes: Tue, 12 January '16</p>

For more information on  
Sunrise Launches visit:

<http://sunrise.clearinghouse.org>

# AWAITING SUNRISE PERIODS



<p>AWAITING SUNRISE LAUNCH</p> <p><b>.homes</b> </p> <p>Sunrise starts: Mon, 7 March '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><b>.protection</b> </p> <p>Sunrise starts: Thu, 17 December '15</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><b>.security</b> </p> <p>Sunrise starts: Thu, 17 December '15</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><b>.istanbul</b></p> <p>Sunrise starts: Wed, 27 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><b>.ist</b></p> <p>Sunrise starts: Wed, 27 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><b>.mom</b></p> <p>Sunrise starts: Tue, 12 January '16</p>
<p>AWAITING SUNRISE LAUNCH</p> <p><b>.barcelona</b> </p> <p>Sunrise starts: Tue, 12 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><b>.bible</b> </p> <p>Sunrise starts: Wed, 6 January '16</p>	<p>AWAITING SUNRISE LAUNCH</p> <p><b>.bet</b></p> <p>Sunrise starts: Tue, 5 January '16</p>

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.THEATRE



## Trademark Registration & Best Practices

[www.go.theatre](http://www.go.theatre)

Shayan Rostam

Global Director of Registry Operations

[sr@gen.xyz](mailto:sr@gen.xyz)



# XYZ.COM LLC overview

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- .Theatre is operated by XYZ.COM LLC, the experienced team behind the internet's most popular new domain extension, .xyz
- XYZ is unlocking new real estate on the web through its global domain extensions - .xyz, .College, .Rent, .Cars, .Car, .Auto, .Security, and .Protection – for the next generation of internet users
- Since 2014, XYZ and its TLDs have garnered publicity through stories in nearly every established international publication





# Showcase your passion

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- .Theatre serves as the authoritative domain extension for the 40,000 movie screens<sup>1</sup> and thousands of Broadway shows attended by 13+ million people in 2014<sup>2</sup>
- The vast majority of venues use traditional British spelling of “theatre”
- .Theatre allows venues, businesses, and professionals to showcase their work, create powerful marketing campaigns, and connect with their community:
  - Theatres & live performance venues
  - Shows & musicals
  - Schools & colleges
  - Community programs
  - Equipment & film sets
  - News, reviews, & press
  - Theatrical professionals

<sup>1</sup> “Number of US Movie Screens.”

*National Association of Theatre Owners*

<sup>2</sup> “NYC Grosses.”

*The Broadway League*

# Be the star

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- Sunrise period is open NOW - January 19
- .Theatre domains will be immediately awarded upon registration on a first-come, first-served basis
- No auctions will be held
- No premium or registry reserved names – 1 character, 2 character, and city names are all available now
- There are no restrictions to register .Theatre
- Recommended retail price of \$750 per year
- Complimentary white-glove migration service available at registrant's option
- Learn more at [www.Go.Theatre](http://www.Go.Theatre)

# Naming best practices

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Category	Generic Domains	Suggested Domains
Theatres & live performance venues	VenueName.Theatre VenueType.Theatre VenueLocation.Theatre	Edwards.Theatre EdwardsMovie.Theatre EdwardsHollywood.Theatre
Shows & musicals	ShowName.Theatre ShowType.Theatre ShowLocation.Theatre	LionKing.Theatre LionKingMusical.Theatre LionKingUK.Theatre
Schools & colleges	SchoolName.Theatre SchoolDepartment.Theatre SchoolBuilding.Theatre SchoolFaculty.Theatre SchoolShow.Theatre	USC.Theatre USCDramaticArts.Theatre Bing.Theatre JohnSmith.Theatre OresteiaProject.Theatre
Community programs	CommunityVenue.Theatre CommunityLocation.Theatre CommunityShow.Theatre CommunityEvent.Theatre CommunityProgram.Theatre CommunityRentals.Theatre	Playhouse.Theatre SantaMonica.Theatre TheGrinch.Theatre PlayhouseNYE.Theatre ImprovWorkshops.Theatre BirthdayRentals.Theatre

# Naming best practices

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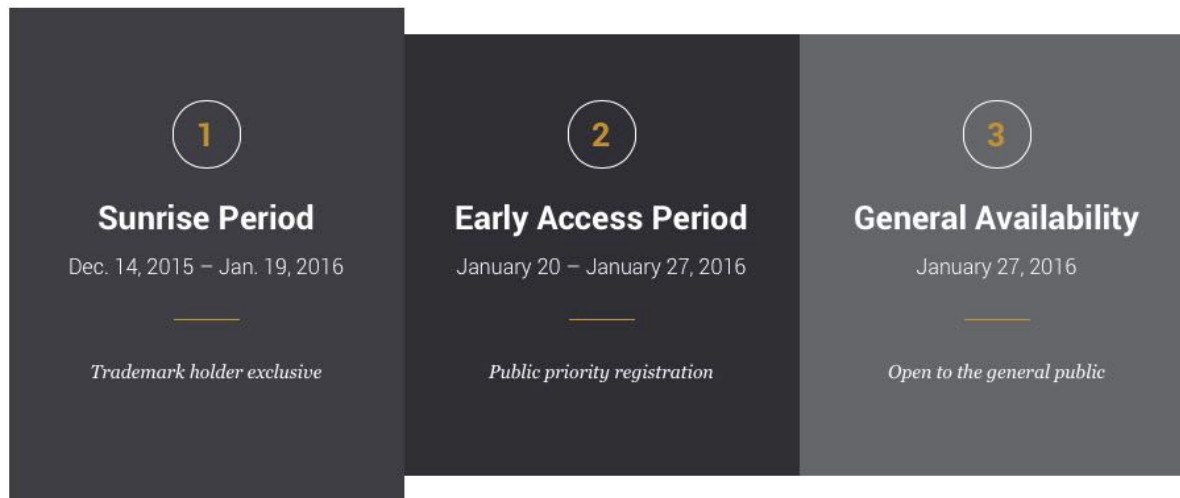
Category	Generic Domains	Suggested Domains
Equipment & film sets	EquipmentName.Theatre EquipmentLocation.Theatre EquipmentCompany.Theatre LocationName.Theatre	StageLighting.Theatre NYCLighting.Theatre SmithLighting.Theatre MiamiStudios.Theatre
News, reviews, & press	NewsSource.Theatre ReviewsSource.Theatre Guide.Theatre	NYTimes.Theatre HollywoodReviews.Theatre BroadwayGuide.Theatre
Theatrical professionals	FirstNameLastName.Theatre MakeUpArtist.Theatre PostProductionCompany.Theatre	JohnSmith.Theatre JaneMakeUp.Theatre SmithProduction.Theatre



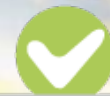
# .Theatre launch timeline

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- Sunrise: for eligible brands (*standard renewal fees*)
- EAP: Public priority registration. Register trademark variations, keywords, and other brand-related domains (*standard renewal fees*)
- No premium or registry reserved names during any launch phase
- Learn more at [www.Go.Theatre](http://www.Go.Theatre)



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Contact:

[www.trademark-clearinghouse.com](http://www.trademark-clearinghouse.com) // [info@trademark-clearinghouse.com](mailto:info@trademark-clearinghouse.com) // [@TMCHinfo](https://twitter.com/TMCHinfo)

The concepts covered in this presentation are for discussion purposes only and are not intended to be all-inclusive on the topic of the trademark clearinghouse. Many of the concepts are still in the development stage and therefore could change the development or the implementation of certain concepts and/or services in the future. As a result, Deloitte reserves the right to make any changes needed to deliver the TMCH-related services as directed by ICANN.