

PUBLICATIONS

Protect Your Brand from Association with XXX Domains – Sunrise B Form

9.30.2011

Act Today

Mark holders should act quickly to take advantage of the Sunrise B period. Once this period closes, mark owners only will be left with more costly and more cumbersome options to block their marks from association with .xxx domains. For example, they would have to purchase the domain name and have it redirected, or they would have to institute an Inter-Registrar Transfer procedure with ICANN. The latter would invoke numerous checks and balances ensuring that only the rightful owner of the domain could affect a transfer of domain name ownership to another entity. These actions would be far more costly than proactively taking advantage of the Sunrise B Period.

Complete the Sunrise B Form

In order to be sure we receive your completed **Sunrise B Form**, please either:

1. Fill out the form online, print out the completed form and fax to 313.225.7080 (attn: Ben Steffans) or
2. Save the form to your computer, fill out the form, save your changes and email the completed form to Ben Steffans at steffans@butzel.com.

If you have any questions regarding the Sunrise B Form or would like additional information, please contact your Butzel Long attorney or the authors of this Client Alert

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