

New gTLDs – a brand and industry perspective

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.risks

▶ Bigger landscape

- ▶ Confusion users - how well will consumers adapt to changes?
- ▶ More infringements / fraud / counterfeit sales - potentially

▶ Monitoring for brand abuse & cybercrime

- ▶ Casting the net wider – searches will need to be extended
- ▶ Increase of malicious activity
- ▶ Higher costs to protect users and brands

▶ Enforcement

- ▶ More actors to manage (registries and registrars)
- ▶ More WHOIS inaccuracies?
- ▶ More hidden details behind privacy/proxy WHOIS?

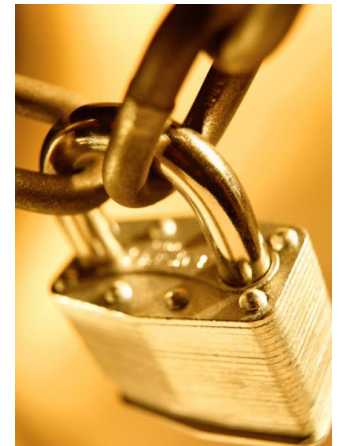
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- ▶ IDNs – could these hinder enforcement?
 - ▶ How will brands monitor these effectively and enforce?
 - ▶ IDN WHOIS format remains undefined
- ▶ New registry owners
 - ▶ Who will be running the new registries
- ▶ ICANN compliance
 - ▶ How will ICANN manage compliance across the bigger landscape?
- ▶ Competition may take a lead

.protection

- ▶ Initial threat to brands (pre-launch)
 - ▶ Application for .brand TLD by third party
 - ▶ Applications for .brand~ TLD by third party
 - ▶ Beware of generic or localised terms – think global!

- ▶ Main threat to brands (post-launch)
 - ▶ Second-level infringements



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- ▶ Post-launch protection – register vs enforcement (2nd level)
- ▶ Assess each gTLD
 - ▶ Would the business proactively use a domain name?
 - ▶ How restrictive is the new gTLD?
 - ▶ Do you meet the criteria to register a domain name?
- ▶ Protection = Cost/Resources

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- ▶ Post-launch protection – monitoring & enforcement
 - ▶ Trademark Clearinghouse
 - ▶ Sunrise Period
 - ▶ IP Claims
 - ▶ Uniform Rapid Suspense (URS)
 - ▶ UDRP

- ▶ Protection = Cost/Resources

.opportunities

- ▶ Create order from chaos?
 - ▶ Could it be more intuitive for Internet users?
- ▶ Innovative?
 - ▶ Will the next 'facebook' emerge from this?
 - ▶ Could search engines serve 'authentic' results driven by gTLD extension?
- ▶ More secure?
 - ▶ Restrictive registry rules and entry requirements
 - ▶ Thick WHOIS
 - ▶ DNSSec
- ▶ It's still difficult to predict how this will evolve



.brands

- ▶ .brand – what are the benefits?
 - ▶ Prevent permanent refusal of .brand based on confusingly similar strings
 - ▶ Exclusive rights to run a brand gTLD
 - ▶ Further strengthen brand
 - ▶ Provide control of critical infrastructure
 - ▶ Recognised authentic location - reduce online risks and enhance consumer trust
 - ▶ Competitive edge (lead or at least be ready to follow innovation)
 - ▶ Marketing–flexibility to launch and maintain propositions “ anytime, anyplace, anywhere”
 - ▶ May reduce brand protection costs over time

.brands

- ▶ .brand – what are the barriers?
 - ▶ Not easy
 - ▶ Not cheap
 - ▶ Not short-term investment
 - ▶ Not much time
 - ▶ Not suitable for all brands – needs to align to long-term brand strategy
 - ▶ Business case / Executive support

.industry

- ▶ Industry-related gTLDs – benefits
 - ▶ Increase consumer confidence
 - ▶ Minimise consumer confusion
 - ▶ Create and apply industry standards
 - ▶ Validated registrants

.industry

- ▶ Financial services – industry approach
 - ▶ Banking associations working collaboratively
 - ▶ Strategy for making objections on behalf of the industry
 - ▶ Strategy for applications
 - ▶ Readiness to apply

- ▶ Ongoing work to broaden input and global support
 - ▶ Collaborating with other banking associations globally
 - ▶ Raise awareness amongst regulators and governments

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- ▶ The impact of new gTLDs on brand abuse and cybercrime is difficult to predict.
- ▶ The new gTLD application process and operational rules are untested but designed to minimise these threats.
- ▶ Individual organisations and industries need to identify opportunities and risks that affect them as early as possible and prepare for change.