

CLEARINGHOUSE



Webinar March 3rd

A scenic landscape featuring a sunset over a vast green field, with a river in the foreground reflecting the sky and clouds. The sun is low on the horizon, casting a warm glow over the scene. The sky is filled with soft, white clouds, and the water in the river is calm, creating a clear reflection of the sky and the surrounding greenery.

CLEARINGHOUSE



agenda

- . The Clearinghouse
- . Stats update
- . Sunrise Calendar
- . Introduction of .Club by Jef Sass
- .Q & A



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

- . The Clearinghouse
- . Stats update
- . Sunrise Calendar
- . Introduction of .Club by Jef Sass
- .Q & A



CLEARINGHOUSE



Trademark Clearinghouse protects IP

One stop solution

to protect Trademarks

throughout the whole new gTLD program



CLEARINGHOUSE



Trademark Clearinghouse protects IP

One time submission

Not 1 Sunrise, but more than a 1,000

Any script, no national or regional limitations

Broad range of trademarks accepted



Trademark Clearinghouse protects IP

Triple Protection:

- Pre-registration
Register your domain name before someone else
- Monitoring
Get notified when someone registers your name
- 3rd Party RPM's
Block your name from ever being registered

One time submission

Not 1 Sunrise, but more than a 1,000

Any script, no national or regional limitations

Broad range of trademarks accepted

A vibrant sunset scene with a bright sun low on the horizon, casting a golden glow across the sky and reflecting on the water. The sky transitions from deep blue at the top to bright yellow and orange near the sun. A dark, semi-transparent rectangular box is overlaid on the right side of the image, containing white text.

TMCH stats

. 27.082 marks

. 1 in 2 opts for multiple year registrations

A vibrant sunset scene with a bright sun low on the horizon, casting a golden glow across the sky and reflecting on the water. The sky transitions from deep blue at the top to bright yellow and orange near the sun. A dark, semi-transparent rectangular overlay is positioned on the right side of the image, containing white text.

TMCH stats

. 27.082 marks

. 1 in 2 opts for multiple year registrations

. 88% is submitted by a TMCH agent



TMCH stats

Top 10 countries:

1. UNITED STATES
2. FRANCE
3. GERMANY
4. UNITED KINGDOM
5. SWITZERLAND
6. SPAIN
7. ITALY
8. SWEDEN
9. JAPAN
10. CANADA

. 27.082 marks

. 1 in 2 opts for multiple year registrations

. 88% is submitted by a TMCH agent

. Organizations from +90 countries



TMCH stats

Top 10 jurisdictions:

1. UNITED STATES
2. OHIM
3. WIPO
4. FRANCE
5. GERMANY
6. UNITED KINGDOM
7. AUSTRALIA
8. CANADA
9. SPAIN
10. CHINA

. 27.082 marks

. 1 in 2 opts for multiple year registrations

. 88% is submitted by a TMCH agent

. Organizations from +90 countries

. TMs in 10 different scripts and form 115 jurisdictions



CLEARINGHOUSE

Sunrise Periods

- . 111 Sunrise Periods confirmed
- . 44 TLD's now open in Sunrise
- . Bookmark sunrise.clearinghouse.org for updates

CLEARINGHOUSE



Sunrise Periods

Launched in the last 10 days:

co.com
watch
reviews
wiki
expert

cool
futbol
social
works

. 114 Sunrise Periods confirmed

. 61 TLD's now in Sunrise

. Bookmark sunrise.clearinghouse.org for updates



Sunrise Periods

Closing in the next 10 days:

company	academy
center	computer
management	systems
builders	email
onl	solutions
support	training
berlin	kiwi
中文网 (website)	在线 (online)

- . 114 Sunrise Periods confirmed
- . 61 TLD's now in Sunrise
- . Bookmark sunrise.clearinghouse.org for updates



Sunrise Periods

Opening in the next 10 days:

kim
pink
red
shiksha
blue
移动 (mobile)
wed

. 114 Sunrise Periods confirmed

. 61 TLD's now in Sunrise

. Bookmark sunrise.clearinghouse.org for updates

PROTECT (AND SERVE) YOUR BRAND COMMUNITY



Quick History:

- ⦿ Founded in 2011 by Colin Campbell (Tucows, Internet Direct, Hostopia)
- ⦿ Applied *only* for .CLUB
- ⦿ Raised \$8.2 million from private investors
- ⦿ Won private auction to become sole .CLUB applicant in June 2013
- ⦿ Signed ICANN Registry Agreement November 8, 2013

Why .CLUB?

- ⊙ A true global brand: “Club” is Club all over the world
- ⊙ “Club” instantly adds meaning and marketing value to any word
- ⊙ “Club” is short and easy to remember
- ⊙ “Club” represents community, loyalty and passion
- ⊙ “Club” appeals to both individuals and businesses
- ⊙ We believe there is a massive global market for .CLUB domain names

REGISTER YOUR TRADEMARK
ENDS MARCH 29th



SUNRISE

ENDS MARCH 29th

ENDS MARCH 29th



LAND RUSH

April 1 - May 1, 2014



GENERAL AVAILABILITY

May 7, 2014

Top TLD in 2014

- ⦿ 490,000 .com .org with “club” in the name
- ⦿ Top 10 or “most popular” in pre-registrations
- ⦿ #7 on GoDaddy’s gTLD watchlist
- ⦿ Approx. 1 Billion search results for “club” on Google
- ⦿ FIRST Top Generic to market (all others in contention).



Asia
CLUB

CLUB

TARGET-MARKETS.**.CLUB**



The **.CLUB** Pyramid Of Passion

1 Clubs & Associations

2 Retail Loyalty & Affinity Programs

3 Online Groups
(Facebook, LinkedIn, Yahoo, Google)

4 Sports & Entertainment
(teams, nightclubs, golf, tennis & fan clubs etc.)

5 Passionate Consumers
(hobbies, special interests etc.)

Everyone has a **passion**
that can be expressed with a **.CLUB** name

The **Massive** Market for **.CLUB**

PROMOTE. CLUB

- ◉ Seven Figure Launch Campaign
- ◉ PR & Social Underway
- ◉ Attendance/Sponsorship at Industry & Vertical Events
- ◉ Digital Awareness Campaign to launch during Sunrise
- ◉ Direct Campaign (email & call center) to CLUB™ holders
- ◉ Outdoor (Taxi Top) Campaign in select markets
- ◉ Radio (satellite, streaming)
- ◉ Social
- ◉ Print
- ◉ Channel Support & Co-Marketing



PR.CLUB



The Miami Herald

HEXONET

domain recht.de
Das Domain-Blog

The Domains



internet
retailer
IR MULTI-CHANNEL RETAILING



THE NEW YORKER



Continued Media Outreach

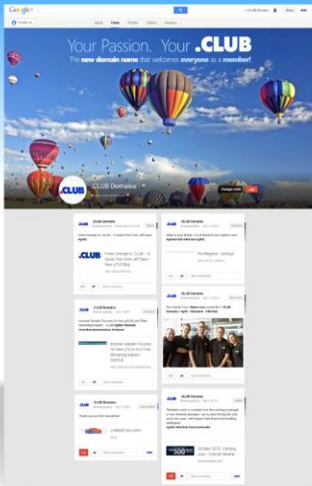
- Press Releases
- Article Development
- Ongoing Pitching & Discussions with Media
- Promotion of Founders Club Members

Thought Leadership Campaigns

- Byline Article Placements
- Marketplace Education
- Social Media Engagement

PR Targets

- Brand Managers
- Technology Media
- Advertising/Marketing Media
- Business & Legal Media
- Mainstream Consumer Media



SOCIALMEDIA .CLUB

Active Social Media & Blog Presence

ADVERTISING .CLUB

The Domains

WIPR
WORLD INTELLECTUAL PROPERTY REVIEW

Elliot's Blog
DomainInvesting
.com

THE
BOARDROOM

LEXOLOGY®

THE WALL STREET JOURNAL.

**DOMAIN
INCITE**

DN Journal
The Domain Industry News Magazine

STEEL FABRICATOR
Northwest Arkansas
Certifications and equipment:
ASME, AWS, API & AWWA

steel fabricator of large and heavy ASME code tanks, exhaust stacks and pipe for all industrial use totaling almost \$0.000 sq ft on 20 acres. pipe, direct access to I-49. Turnkey plant with experienced workforce in place. Substantial bids. Moving very quickly. Sale proceeding. For more information please contact:

EQUITY PARTNERS
1000 N. D'Arbo
Dallas, TX 75201
Tel: +1 214 416 1234
Email: DBaill@EquityPartnersHQ.com

CLUB Winter Sports Domain Auction!

www.nic.club

• snowboarding.club
• skiing.club
• icehockey.club
• powder.club
• figureskating.club
• skate.club
• bobsled.club
• speedskating.club
• sochi.club
• wintersports.club
and others....

Feb. 19th- Feb. 26th
go to: <http://www.nic.club>
Auction run by SEDO.com

BUSINESS OPPORTUNITIES
Ownership & Sales Opportunity
Revolution Lighting Technologies, Inc. (NASDAQ: RVL) is the premier manufacturer of LED lighting solutions for commercial interior and exterior applications. Our brands include: Seemart, Reflema, Revolve & Sentinel. Enterprise sales wanted. Own your own business as a dealer of the highest quality American-made LED lighting. We have the most extensive breadth in the industry, comprehensive sales and training at our learning showrooms. Continuing field support from our team. Warm leads in sales model in one growing industry in...

mailto: yo@rvt.com

wanting to

S

ROOK MEDIA NET

CREATED FOR DOMAINERS

100.com was purchased by a public company, **YY Inc.** (traded on the **NASDAQ**), who has launched a Chinese language online education site on the domain. YY Chairman **Mr. Jun Lei** (who some have called the **Steve Jobs of China**) **announced** the purchase in a news conference today. Our friend, **George Hong of Guta.com**, who is fluent in Chinese, saw the announcement and relayed the information to us. Mr. Lei, who is also the Founder, Chairman and CEO of another red hot Chinese company, **Xiamoi**, said YY plans to spend **1 billion CNY (\$163 million)** building out 100.com over the next 2-3 years.



By Ron Jackson

George Hong also uncovered the week's second biggest sale, **0060.com** at the equivalent of **\$120,848**, with another Chinese educational company, **360 Education Group**, making the purchase in another private transaction that company Chairman **Luo Cheng** announced on **Weibo.com**. Why so much for those numbers? **60** is the international telephone code for **Malaysia** so when people from around the world dial a Malaysian number they always start with **0060**. The 360 Group **said** they plan to build an educational portal for Chinese students who want to study overseas in Malaysia.

sedo

CLUB
www.nic.club

Ideal for Loyalty, Affinity, Reward & Social Programs

Your Community. Your .CLUB

Sunrise ends March 29

THE WALL STREET JOURNAL.

PREMIUM DOMAINS

DN Journal
The Domain Industry News Magazine

CLUB Sunrise ends March 29
Ideal for Loyalty, Affinity, Reward & Social Programs
Your Community. Your .CLUB

Earn money with your personal DomainShop

Featured in the Wall Street Journal · Forbes · ABC News · BBC News · CNN/Money · MSNBC · Newsweek · USA Today · New York Times · IBD

Home
Domain Sales
YTD Sales Charts
The Lowdown
DNJ Newsletter
Classified Ads

DOTCOM
NumberDotcomDomains.com

News Headlines
Articles
Resources
Archive
About Us
E-Mail Us

Today in **The Lowdown**: The fate of one of the more attractive new gTLDs was announced Tuesday when TLDH revealed they had won rights to operate the coveted .wedding extension at a cost of over \$2.2 million. At the same time, TLDH said they bowed out of an auction for another highly sought TLD, .green.

LA's Best Addresses
www.haha.la www.go.la
www.press.la www.336.la
www.wax.la www.zoom.la
www.mia.la www.serve.la
& more | from \$200 | low renewals

DHgate.com
China Wholesale Marketplace

CLUB Ideal for Loyalty, Affinity, Reward and Social Programs
www.nic.club

** Sunrise ends March 29 **
Your Community. Your .CLUB

MYDOMAIN CHOICES
MAKE THE RIGHT CHOICE.

What's New!
Last week we were

SWANSLOTTO.COM

RE A NEW DOMAIN! club sport .Wales fans

1&1 SCORE A NEW DOMAIN! club sport .Wales

SWANSEA CITY VS BARCELONA

0:1

SWANSLOTTO.COM

SCORE A NEW DOMAIN! club sport .Wales

1&1 SCORE A NEW DOMAIN! club sport .Wales

11-28-2013

CLUB

Sedo Revisited: How the Pioneering Domain Company Has Kept Pace



SPONSOR .CLUB



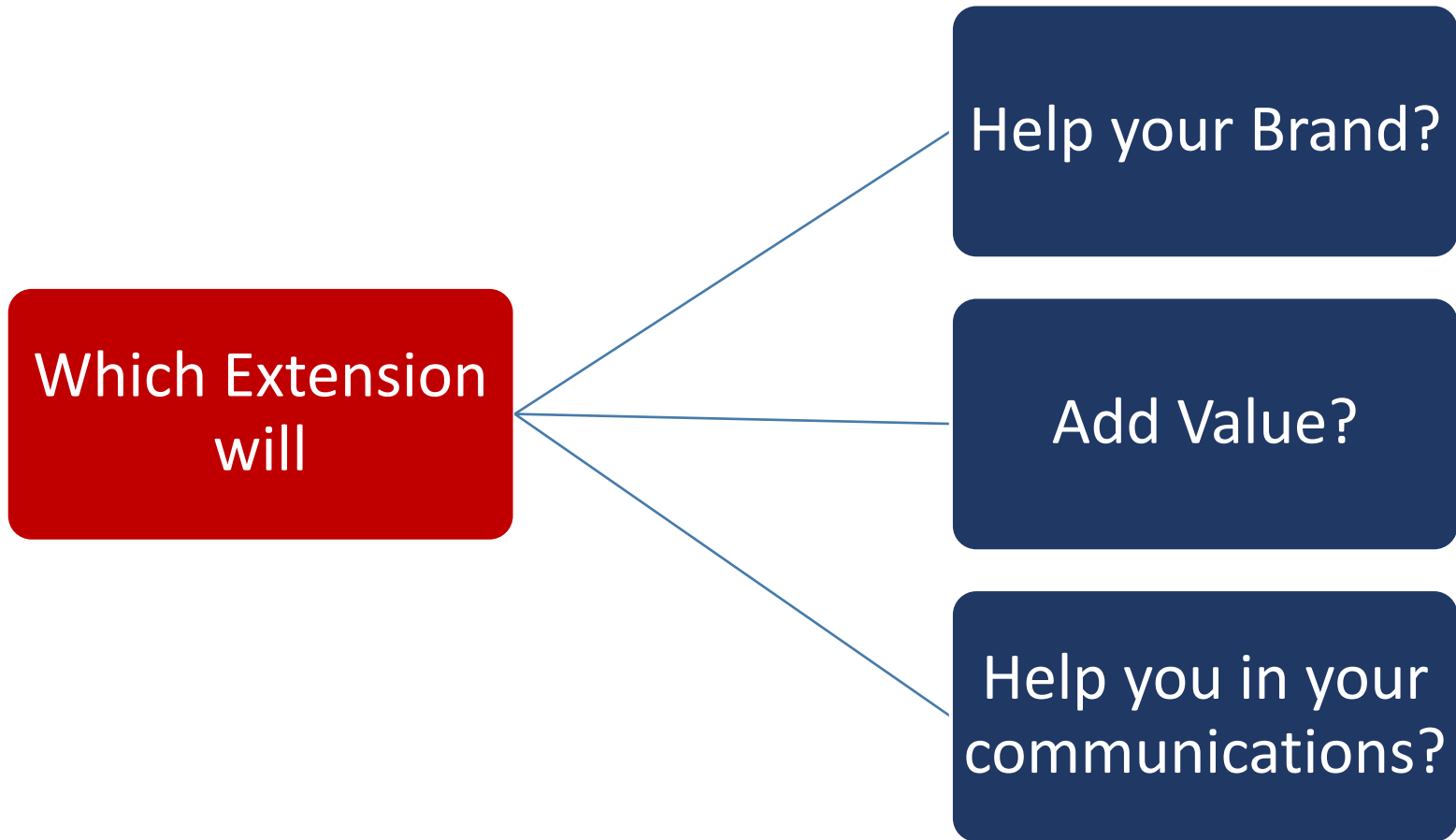


New TLD's



Adds More Identity to your Web space

THE BIG DECISION





PROTECT & SERVE

R CLUB



CORPORATE REGISTRATIONS: THE PAST

- For Brand Protection
- To Protect Names from embarrassment
- To Avoid Brand Confusion
- Have control over any negative URL's
- Was a costly & complicated process
- For protection from potential gripe or negative connotations



Looking Beyond Protection

- + Extend & enhance with memorable & marketable URL's
- + Extensions with **Meaning** that create **Opportunity**
- + Can Have **many uses** –Like Nike.CLUB (**Fan Club, Affinity & Loyalty programs**)
- + **New Domains can be Valuable Assets**



Protect & Serve (your community)

- + Own & Control your .CLUB name
- + A Brand should be the **Logical Authority of its community**
- + **Avoid Trying to reclaim your community** in the future
- + **Serve Your Customers Better-** Brand your Loyalty/Affinity/Reward Programs and make it easier to find them online

Your Community. Your .CLUB

Be Social

- + Being **Social, Authentic & Human** is important in todays market
- + Membership in a Club creates a **sense of belonging**. So by using a .CLUB URL you can start a club for your brand.
- + **Facebook, Twitter, LinkedIn-** All have been **successful** because everyone likes being a part of something big
- + Your .CLUB page could be a **website** for Loyalty or Affinity programs, Re-Direct to social media etc.



What about Category Killers?

- + Consider Generic “**Category Killers**” that you may have missed in the .COM round.
- + Example: **Amazon** could have **Book.CLUB** (B&N has **Book.com**)
- + **Logical & Easy To Remember**
- + **New Trends:** we will consider what is **right of the dot**
- + To be the **Market Leader**-Now is the **chance**

Book.CLUB
Shop.CLUB AirMiles.CLUB
Buy.CLUB Coupon.CLUB
Cars.CLUB

The .CLUB Founders Club



Benefits to Members:

- Special Pricing/Availability consideration for .CLUB Premium Names (subject to usage and exposure commitments).
- Inclusion in .CLUB's launch marketing (Mentions in Ads, Press Releases, Events, etc.)
- First to market advantage. Ability to use a .CLUB name and website prior to General Availability.

CONTACT US

EMAIL

Marketing Related Queries

jeff@nic.club

Registrar Related Queries

registrars@nic.club

General Queries

info@nic.club

 **CLUB**

www.nic.club

CLEARINGHOUSE



Q & A

CLEARINGHOUSE



Contact:

www.trademark-clearinghouse.com // 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.