

CLEARINGHOUSE



Webinar .BANK



## 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

### . .BANK by Craig Schwartz Managing Director fTLD Registry Services

### .Q & A



# 36.064

marks submitted

49,56% submitted for multiple years

83,82% registered by agents

94,53% are verified

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Devanagari 7

Thai 12

Mixedscript 38

Hebrew 26

Arabic 89

Katakana 122

Cyrillic 138

Han 841

Marks from 105 countries & covering 119 jurisdictions  
For a total of 90.964 trademark years

145.087 claims notifications sent out to TM-holders  
98.151 ongoing notifications sent out to TM-holders

2.448 marks have expired

updated: April 21st 2015

# ACTIVE SUNRISE PERIODS

SUNRISE PERIOD ACTIVE

.sucks



Sunrise closes:  
Fri, 29 May '15

SUNRISE PERIOD ACTIVE

.football

Sunrise closes:  
Sat, 23 May '15

SUNRISE PERIOD ACTIVE

.school

Sunrise closes:  
Sat, 23 May '15

SUNRISE PERIOD ACTIVE

.casino

Sunrise closes:  
Sat, 23 May '15

SUNRISE PERIOD ACTIVE

.irish



Sunrise closes:  
Sat, 16 May '15

SUNRISE PERIOD ACTIVE

.apartments

Sunrise closes:  
Sat, 16 May '15

SUNRISE PERIOD ACTIVE

.bingo

Sunrise closes:  
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

.tennis

Sunrise closes:  
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

.style

Sunrise closes:  
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

.chat

Sunrise closes:  
Sat, 9 May '15

SUNRISE PERIOD ACTIVE

.one



Sunrise closes:  
Tue, 5 May '15


# ANNOUNCED SUNRISE PERIODS

AWAITING SUNRISE LAUNCH

[.bank](#)


Sunrise starts:  
Mon, 18 May '15

AWAITING SUNRISE LAUNCH

[.markets](#) 

Sunrise starts:  
Mon, 18 May '15

AWAITING SUNRISE LAUNCH

[.site](#) 

Sunrise starts:  
Thu, 7 May '15

AWAITING SUNRISE LAUNCH

[.express](#)

Sunrise starts:  
Tue, 5 May '15

AWAITING SUNRISE LAUNCH

[.cafe](#)

Sunrise starts:  
Tue, 5 May '15

AWAITING SUNRISE LAUNCH

[.gold](#)

Sunrise starts:  
Tue, 28 April '15

AWAITING SUNRISE LAUNCH

[.plus](#)

Sunrise starts:  
Tue, 28 April '15

AWAITING SUNRISE LAUNCH

[.tours](#)

Sunrise starts:  
Tue, 28 April '15

AWAITING SUNRISE LAUNCH

[.golf](#)

Sunrise starts:  
Tue, 28 April '15

AWAITING SUNRISE LAUNCH

[.movie](#)

Sunrise starts:  
Tue, 28 April '15

AWAITING SUNRISE LAUNCH

[.faith](#)

Sunrise starts:  
Mon, 27 April '15

AWAITING SUNRISE LAUNCH

[.review](#)

Sunrise starts:  
Mon, 27 April '15

AWAITING SUNRISE LAUNCH

[.date](#)

Sunrise starts:  
Mon, 27 April '15

For more information on Sunrise Launches visit: <http://sunrise.clearinghouse.org>



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.BANK

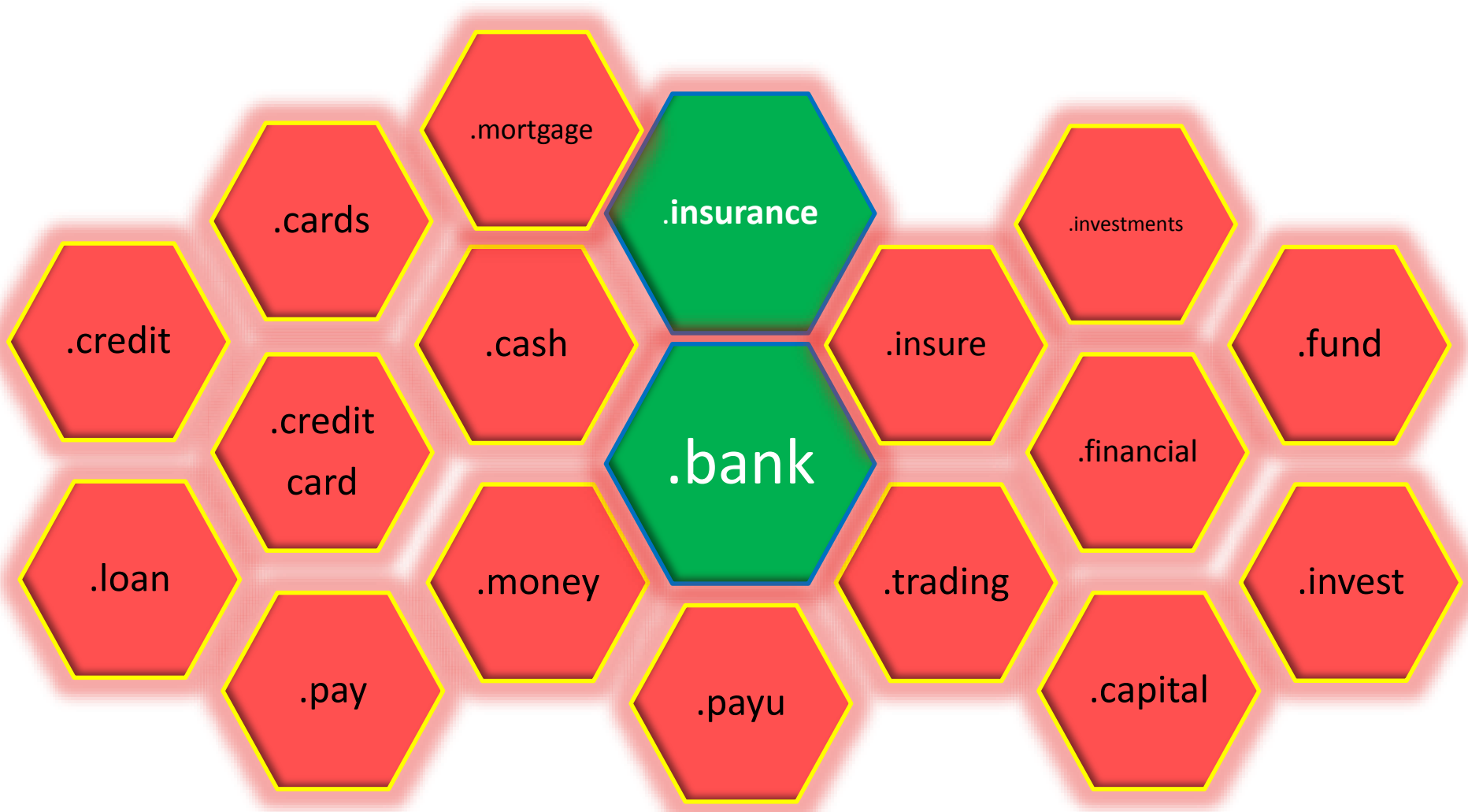
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# Financial Top-Level Domains:

## **.BANK and .INSURANCE Overview**



# The Internet financial world is changing...





# What is the history?

- Internet Corporation for Assigned Names and Numbers (ICANN) approved its New gTLD Program in 2008
- American Bankers Association (ABA), Financial Services Roundtable (FSR) and other industry leaders recognized the potential for:
  - Consumer confusion
  - An increase in malicious activity
  - An increase in costs for brand holders (e.g., infringement issues, defensive registrations)
- ABA and FSR lobbied ICANN:
  - First to not allocate new financial gTLDs
  - Then to require strong controls for financial gTLDs
    - » ICANN opted to ignore both requests
- ABA, FSR and others formed fTLD Registry Services (fTLD) in 2011
- fTLD's applications for .BANK and .INSURANCE were a strategic response to ICANN's unwillingness to stop, defer or control new financial gTLDs



# What is the status?

- **.BANK**
  - Signed contract with ICANN on September 25, 2014
  - Registration Periods:
    - Qualified Launch Program: May 14 – May 17, 2015
    - Sunrise: May 18 – June 17, 2015
    - Founders: June 18 – June 23, 2015
    - General Availability: June 24, 2015 and ongoing
- **.INSURANCE**
  - Signed contract with ICANN on February 19, 2015
  - Anticipated rollout: Earliest estimate is late Q3 2015



# What are they?

- Two of ~1,400 new top-level domains
- Owned, operated and governed by the financial services sector
- Trusted, verified, more secure and easily identifiable
- Restricted to ensure security, stability and resiliency
- Require mandatory enhanced security requirements
- Opportunity to create a safer and innovative channel on the Internet





# What makes them different?

- Strict eligibility requirements
  - Who can have what domains and how can they be used
- Mandatory verification and re-verification of eligibility
- Enhanced security requirements
  - DNSSEC
  - Authenticated email
  - Encryption
  - Multi-factor authentication



# Strict Eligibility Requirements

- Registrant Eligibility: banks, banking trade associations, banking regulators and select service providers
- Name Selection:
  - Qualified Launch Program (QLP) and Sunrise: exact match of registration with Trademark Clearinghouse
  - Founders and General Availability: corresponds to trademark, trade name or service mark.
    - Registered trademarks are not required in these periods
  - Cannot be any reserved names, including those by ICANN and Common Community and Generics by fTLD



# QLP and Sunrise

- Restricted to records in the Trademark Clearinghouse (TMCH) that have been issued SMD (Signed-Mark-Data) files
- QLP further restricted to fTLD founding members
- Allocation is first-come, first-served
- Must use fTLD-approved Registrars
- Symantec verification still required
- The “corresponding” rule does not apply during QLP & Sunrise
  - .BANK domain must be exact spelling of registered trademark





# Registration Process

- Requested domain name is checked for availability by Verisign
- Requested registration passes Verisign technical check
  - Nameserver(s) compliant (e.g., ns1.bankname.bank or no nameserver(s))
  - DS Record for DNSSEC if compliant nameserver(s) linked
- Requested domain is reserved (i.e., put in “pending create” status by Verisign)
- Verification is commenced by Symantec
- Registrant completes verification process
- Upon successful verification, fTLD approves request, the domain is released from “pending create” status and is allocated/registered
- .BANK Domain can be activated whenever registrant is ready
  - Registrants do not need to activate their .BANK domain right away



# Symantec Verification

- Occurs after registration is successfully submitted
- Information Verified
  - Security Check
  - Organization, Jurisdiction, and Credentials Verification
  - Verification of Domain Name Selection
  - Verification of Physical Address
  - Verification of the Primary Telephone Number for the Registrant
  - Registrant Contact Employment and Authority
- Contact MUST be a full-time employee of the registrant
- Manager or HR Rep. must be able to answer call to registrant's primary phone number
- Expected to take less than 2 days
- Performed at least every two years



# More about Enhanced Security

- **Mandatory Verification of Charter/Licensure for Regulated Entities** ensures that only legitimate members of the global banking community are awarded domain names
- **Domain Name System Security Extensions (DNSSEC)** ensures that Internet users are landing on participants' actual websites and not being misdirected to malicious ones
- **Email Authentication** to mitigate spoofing, phishing and other malicious activities propagated through emails to unsuspecting users
- **Enhanced Encryption** to ensure security of communication over the Internet to prevent eavesdropping, data tampering, etc.
- **Multi-Factor Authentication** to ensure that any change to registration data is made only by authorized users of the registered entity





# Activities for the next 90 days

- Increased marketing and communications activities
  - Materials
  - Webinars (e.g., Registrars, Trade Associations)
  - Media relations
  - Thought-leader articles
  - New Dot Bank website (~ April 29)
- Publication of .BANK Implementation Guide; to include use-case scenarios
  - Technical and communications elements



# Parting Thoughts (for Registrants)

- Check the timeline for when you're eligible
- Determine the names you would like to have and qualify for
- Engage with a registrar soon (some are performing pre-screenings to expedite the registration process)
  - Registrars set the retail price, shop around
- Consult with your core processor early
- Domains are awarded first-come, first served – keep your options open by securing domains early so you have them when you're ready



# Information

- Contact:
  - Craig Schwartz at [craig@ftld.com](mailto:craig@ftld.com) or +1 202.589.2532
- Visit [www.ftld.com/](http://www.ftld.com/) and sign up to receive email updates
- Read our FAQ at [www.ftld.com/faq](http://www.ftld.com/faq)
- See the timeline at [www.ftld.com/timeline](http://www.ftld.com/timeline)
- See our list of approved-registrars at [www.ftld.com/approved-registrars](http://www.ftld.com/approved-registrars)
- Review our Registry Policies at [www.ftld.com/policies](http://www.ftld.com/policies)
- fTLD Reserved Names at [www.ftld.com/resources](http://www.ftld.com/resources)



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Q & A



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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)

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