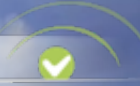


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Webinar .TUBE



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

. .TUBE by Rami Schwartz,
CEO dot Tube

.Q & A

40.955

marks submitted

44,52% submitted for multiple years

81,6% registered by agents

92,60% are verified

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Devanagari 9

Thai 13

Mixedscript 41

Hebrew 26

Arabic 96

Katakana 127

Cyrillic 151

Han 883

Marks from 107 countries & covering 121 jurisdictions
For a total of 115.392 trademark years

230.152 claims notifications sent out to TM-holders
403.180 ongoing notifications sent out to TM-holders

5.313 marks have expired

updated: June 9th 2016

ACTIVE SUNRISE PERIODS

Sunrise starting: 2016 - June

SUNRISE PERIOD ACTIVE

.moi



Sunrise closes:
Fri, 15 July '16

Sunrise starting: 2016 - May

SUNRISE PERIOD ACTIVE

.닷컴 (com)

Sunrise closes:
Sun, 19 June '16

SUNRISE PERIOD ACTIVE

.닷넷 (net)

Sunrise closes:
Sun, 19 June '16

Sunrise starting: 2016 - April

SUNRISE PERIOD ACTIVE

.stc



Sunrise closes:
Wed, 27 July '16

SUNRISE PERIOD ACTIVE

.viva



Sunrise closes:
Wed, 27 July '16

SUNRISE PERIOD ACTIVE

.stcgroup



Sunrise closes:
Wed, 27 July '16

SUNRISE PERIOD ACTIVE

.med



Sunrise closes:
Fri, 24 June '16

SUNRISE PERIOD ACTIVE

.tube



Sunrise closes:
Mon, 20 June '16

SUNRISE PERIOD ACTIVE

.gmbh

Sunrise closes:
Sat, 11 June '16

SUNRISE PERIOD ACTIVE

.ltd

Sunrise closes:
Sat, 11 June '16

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

UPCOMING SUNRISE PERIODS

Sunrise starting: 2017 - April

AWAITING SUNRISE LAUNCH

.zuerich



Sunrise starts:
Tue, 4 April '17

Sunrise starting: 2016 - July

AWAITING SUNRISE LAUNCH

.storage



Sunrise starts:
Tue, 5 July '16

Sunrise starting: 2016 - June

AWAITING SUNRISE LAUNCH

.shop



Sunrise starts:
Thu, 30 June '16

AWAITING SUNRISE LAUNCH

.motorcycles

Sunrise starts:
Wed, 15 June '16

motorcycles

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



tube[®]
FOUNDERS PROGRAM

“The Internet is not something that
you just dump something on.
It's not a big truck.
It's a series of tubes.”

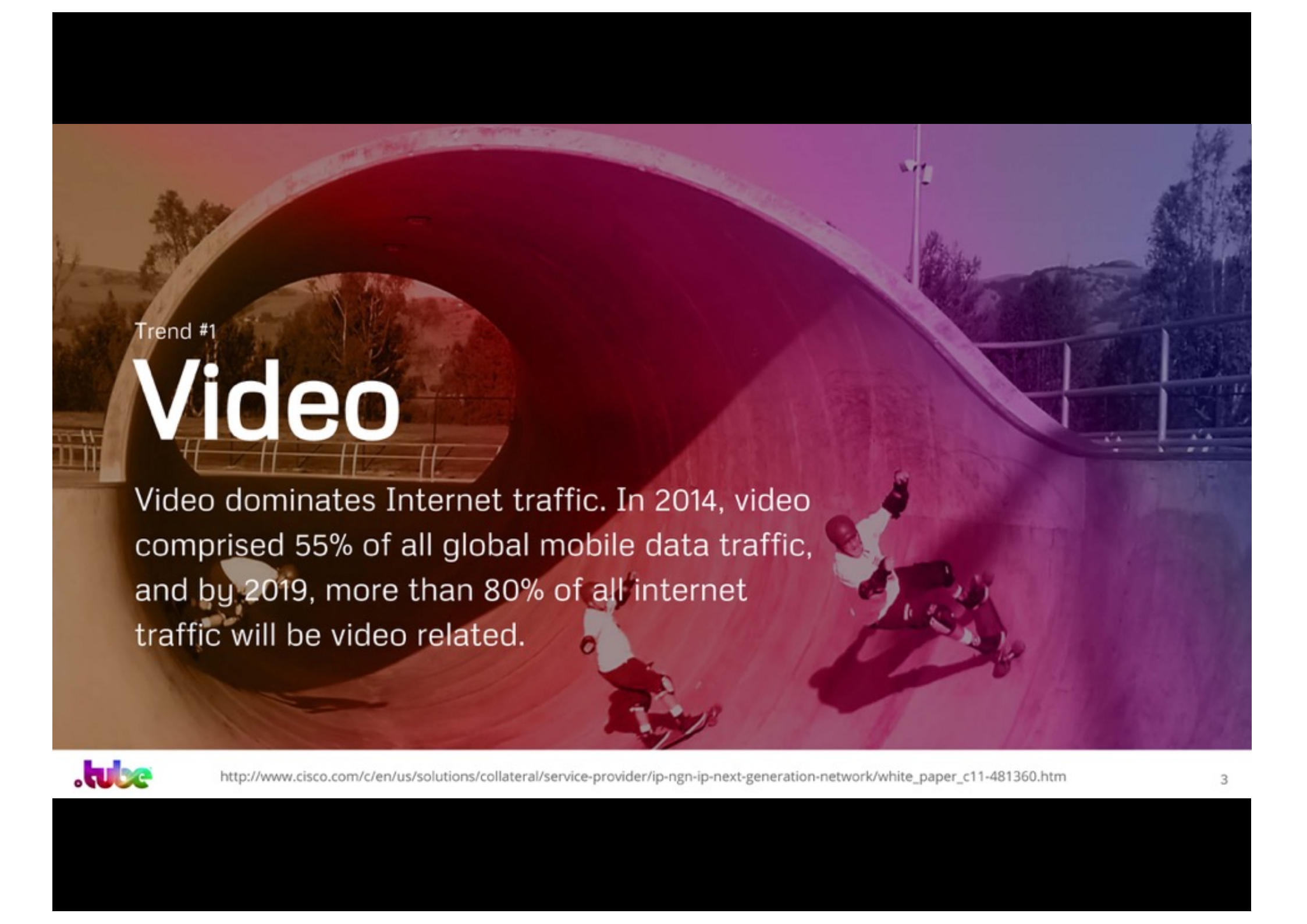
Ted Stevens
Alaskan Senator, June 29, 2006



Worlds Are Colliding

In our rapidly changing and increasingly connected world, three trends – video, gTLDs, and connectivity – have run parallel.

Now, they're coming together.

A photograph of a skateboard park bowl with two skateboarders. The image is overlaid with a semi-transparent purple and blue gradient. The text is positioned on the left side of the bowl.

Trend #1

Video

Video dominates Internet traffic. In 2014, video comprised 55% of all global mobile data traffic, and by 2019, more than 80% of all internet traffic will be video related.



Trend #2

gTLDs

With over 1,300 new generic top-level domains (gTLDs) popping up since 2014, there's an unprecedented amount of diversity and creativity in available domains.

Trend #3

Connectivity

Over 3.2 billion people (40% of the world's population) are connected to the Internet, many of whom have the bandwidth and devices to watch video anytime, anywhere.



Welcome to .tube[®]

Whether you're looking to create a video site for your **brand**, engage a **community**, or dominate a **vertical**, there's a .TUBE domain that's a perfect fit for your goals.

.tube for

Brands

With a .TUBE domain at **YourBrand.TUBE** you can create a video-based destination to complement your existing site and 3rd-party video channels.

Examples



Nike.TUBE



L'Oréal.TUBE



MTV.TUBE



.TUBE is not affiliated or endorsed by Nike, L'Oréal, or MTV. Be a lot cooler if we were.

.tube for

Communities

With a community-centric .TUBE domain, you'll have your very own platform where like-minded people can cultivate their shared passion through video.

Examples



Sneakers.TUBE



Stylists.TUBE



Headbangers.TUBE



.tube for
Verticals

A vertical-specific .TUBE domain offers you the chance to cover an entire sport, industry, or genre – giving you the potential for truly massive reach.

Examples



Basketball.TUBE



Makeup.TUBE



Music.TUBE



Own Your .tube[®]

With a nearly unlimited supply of amazing domains, total access to your visitors, and freedom to monetize however you see fit, .TUBE domains put you in control.



Own Your Message

Looking to score a perfect domain for a branded microsite, community, or vertical? As a new gTLD we can offer you a nearly unlimited supply of amazing .TUBE domains, so you can be sure there's one that's just right.



Own Your Customers

With a .TUBE domain, you'll have total access to your visitors. You can grow your email list, cultivate an online community, and more. Plus you'll be able to use whatever analytics tools you prefer since you own the domain.



Own Your Revenue

With no middleman, you'll have the freedom to monetize videos on your .TUBE domain however you see fit. You can sell products, create a paywall or subscription service, or pretty much anything else you dream up.



.tube Founder's Program

We're giving you and a select group of the world's best video marketers first crack at an incredible, generic .TUBE domain, plus a host of other benefits for Founders.



First-crack at .tube® Domains

We're offering every founder one of the finest pieces of new real estate available: an incredible, generic .TUBE domain. Consider for example:

music.TUBE
fitness.TUBE
fashion.TUBE
makeup.TUBE
health.TUBE
animals.TUBE

sports.TUBE
extremesports.TUBE
gaming.TUBE
travel.TUBE
DIY.TUBE
finance.TUBE

food.TUBE
cocktails.TUBE
comedy.TUBE
art.TUBE
science.TUBE
news.TUBE





More Benefits for Founders

Launch Exposure

As an early adopter you'll gain a extra visibility as part of our worldwide marketing campaign beginning March 2016. It's a great way to help your .TUBE domain gain critical momentum at launch.

Feature on get.TUBE

For even more visibility, your .TUBE domain will be featured on our get.TUBE website, where other brands, creators, and even consumers will go to learn about and register their own .TUBE.

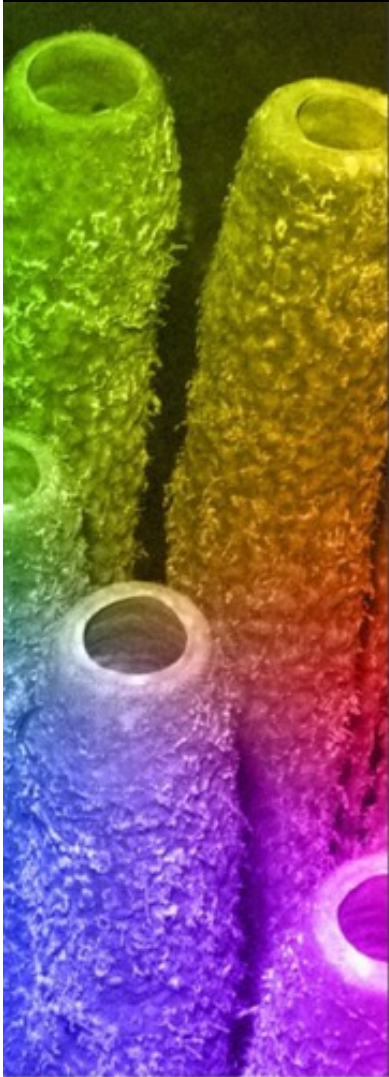
.TUBE Swag

We're sure to make plenty of swag with our logo on it. At minimum, we promise to send you an awesome .TUBE stress ball to help make sure you're calm, cool, and collected when you launch.

A hand holding several colorful, textured tubes against a background of colorful, textured rock formations. The tubes are arranged in a row, with the hand visible at the bottom. The background features a gradient of colors from green on the left to red on the right, with various textures and patterns. The overall scene is illuminated with vibrant, multi-colored lights.

Your Responsibilities

In exchange for all of the benefits above, as a Founder we ask that you create a killer marketing plan for your .TUBE domain, and also honor some basic commitments.



Your To-do List

Create

Launch a site on your .TUBE domain and fill it with great video content. Bonus points for a remarkable concept.

Promote

Use your PR and marketing teams to create buzz and market your new .TUBE domain to the world.

Engage

Reach out to your tribe through existing channels and connect with them on your .TUBE domain.

Evangelize

Introduce .TUBE to your peers, share success stories, and collaborate on ideas for other .TUBE domains.



Your Commitments

Market Your Domain

We'll ask you to commit to a minimum marketing plan as our mutual success depends on your team creating excitement and awareness.

Be on Time

We ask that you commit to launching a site on your .TUBE domain on or before April 2016.

Lend Us Your Name

As a Founder, please know that we'll be using your brand in our .TUBE marketing efforts, again, for our mutual benefit.

Don't Redirect

It's important for us that consumers have a great experience right there on an actual .TUBE domain.

Thank You

We appreciate your taking the time to learn about .TUBE and our Founder's Program, and we're excited to work with great partners to amplify your video marketing.

Please email us at founders@tubegtld.com or visit <https://www.tubegtld.com/founders> to get started.

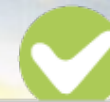
Sincerely,
Rami Schwartz & Jason Schaeffer, Co-founders

2016 Timeline

- APR Early Founders Sites Live
- JUN All Founders Sites Live
- JUL .TUBE Domains open to the Public

Timeline is subject to change.

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.