

# Domain Name Basics

## UDRP and URS

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# Rights Protection Mechanism

It is essential to **defend** your **intellectual property** (IP) and to know what possibilities are there. The Rights Protection Mechanism (RPM) is such a mechanism that helps to safeguard your rights.

These include the Uniform Domain Name Dispute Resolution Policy (**UDRP**), Uniform Rapid Suspension (**URS**), and Trademark Post-Delegation Dispute Resolution Procedure (Trademark PDDRP).

Some ccTLDs have also adopted UDRP or have a similar dispute mechanism.

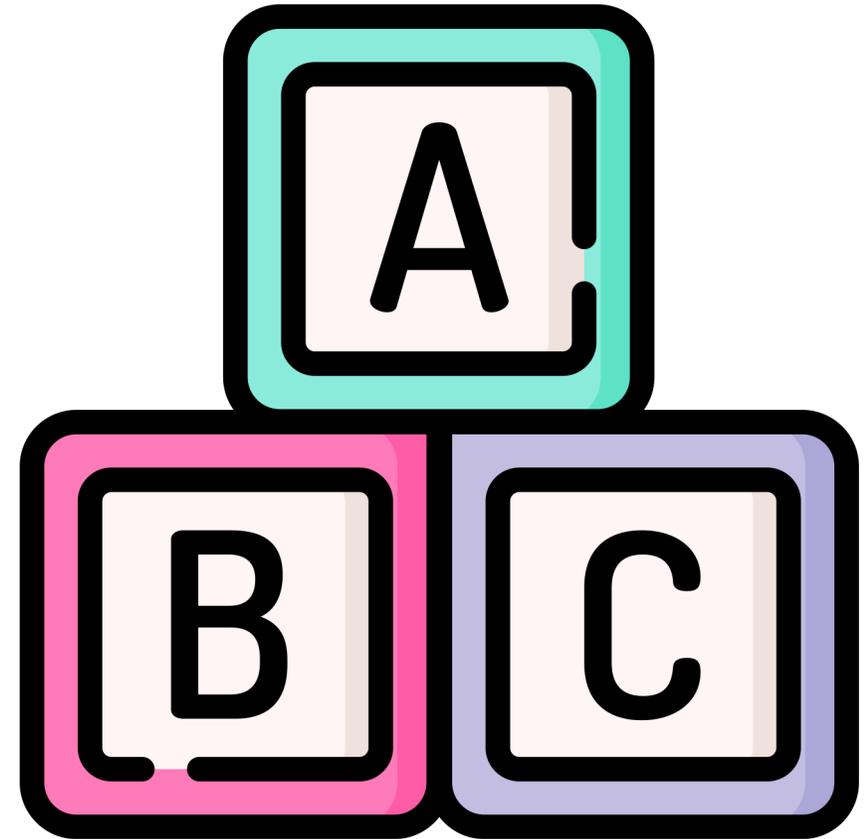


# Typosquatting

Typosquatting (also called domain squatting) is based on **typos** made by Internet users when **inputting** a website **address** into a browser.

It can be divided into five types, all **similar** to the **victim** site **address** (e.g., example.com):

1. A common misspelling, or foreign language spelling, of the intended site: exemple.com
2. A misspelling based on typos: examlpe.com
3. A differently phrased domain name: examples.com
4. A different top-level domain: example.org
5. Abuse of the ccTLD: example.cm by using .cm, example.co by using .co, or example.om by using .om

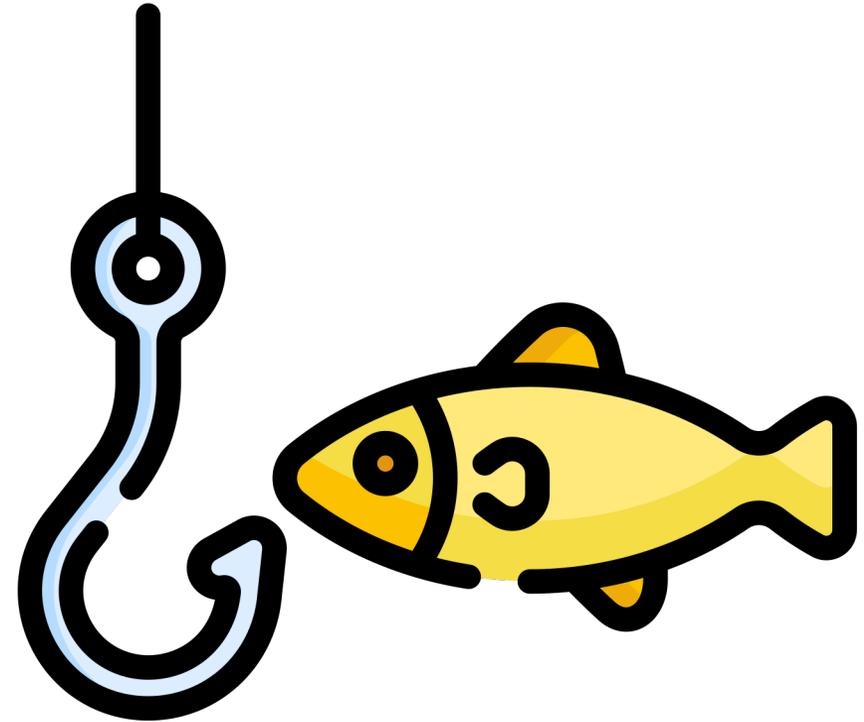


# Phishing

Phishing is a fraudulent attempt to **obtain sensitive information** such as usernames, passwords, or credit card information by **disguising** yourself **as another** trustworthy **company** or person.

Typically carried out by email spoofing or instant messaging. It often directs users to enter personal information at a fake website, the look and feel of which are identical to the legitimate site.

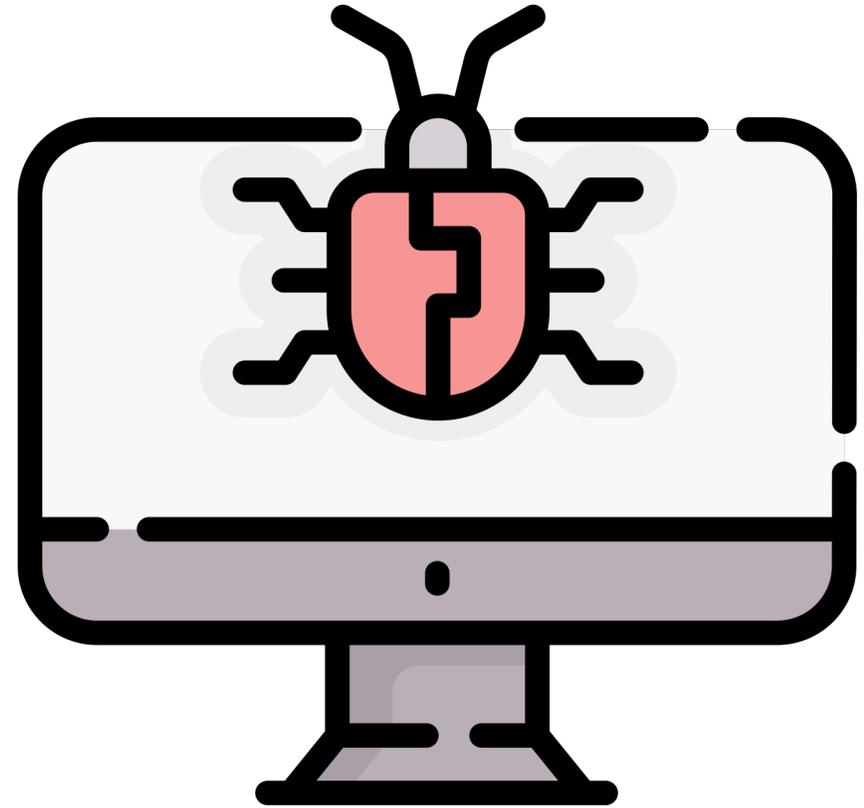
According to the Anti-Phishing Working Group (APWG), there have been more than **1 million** reported phishing **incidents per year** in recent years.



# Domain Hijacking

Domain hijacking (also called domain theft) is the **act of changing** the **registration** of a domain name **without** the **permission** of its original registrant, or by abuse of privileges on domain hosting and registrars systems.

After a successful hijacking, the hijacker can use the domain name to facilitate other illegal activity such as phishing. A website is replaced by an identical site that records private information such as passwords, spam, or even distribution of malware, causing additional damage to third parties to the wrongful loss and wrongful gain of the domain.



# Reverse Domain Name Hijacking

Reverse Domain Name Hijacking (**RDNH**) is an attempt to **acquire** a **domain** by **accusing** the owner of **domain grabbing**, i.e., by claiming that the name is yours due to a registered trademark. That often intimidates owners into transferring ownership of their domains to trademark owners to avoid legal action, mainly when the names belong to smaller organizations or individuals.



# UDRP

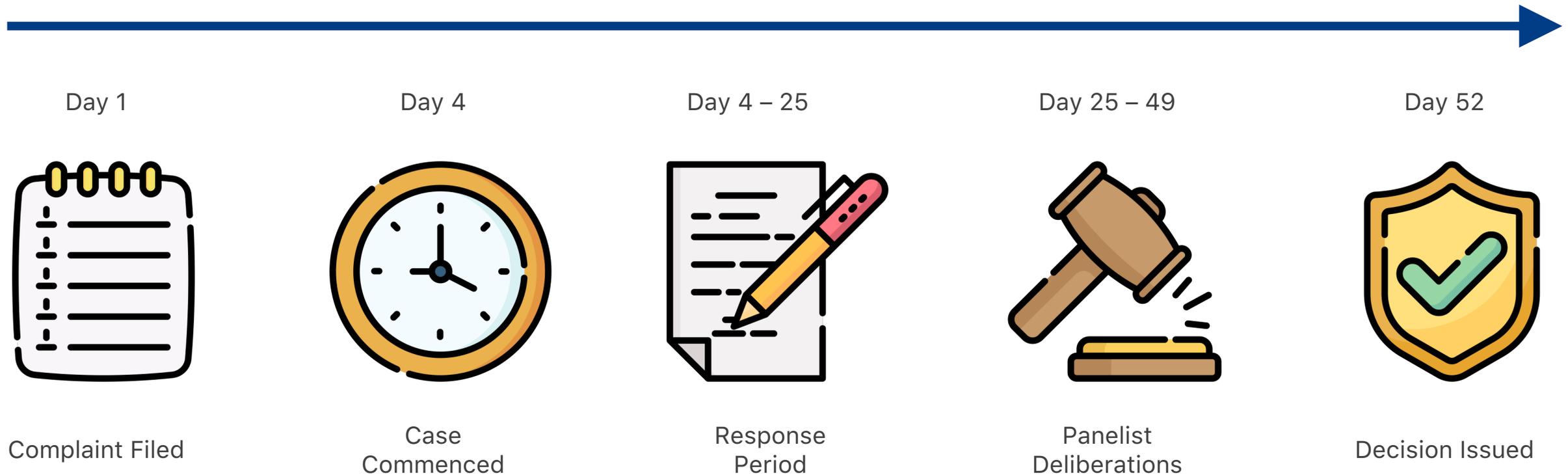
The Uniform Domain Name Dispute Resolution Policy (**UDRP**) is a process established in 1999 by the Internet Corporation for Assigned Names and Numbers (ICANN) for **resolving disputes** regarding the registration of **domain** names.

There are five dispute resolution providers approved by ICANN:

1. The Asian Domain Name Dispute Resolution Centre (ADNDRC)
2. National Arbitration Forum (NAF)
3. World Intellectual Property Organization (WIPO)
4. Czech Arbitration Court, Arbitration Center for Internet Disputes
5. The Arab Center for Dispute Resolution (ACDR)



# What's the UDRP process?



# URS

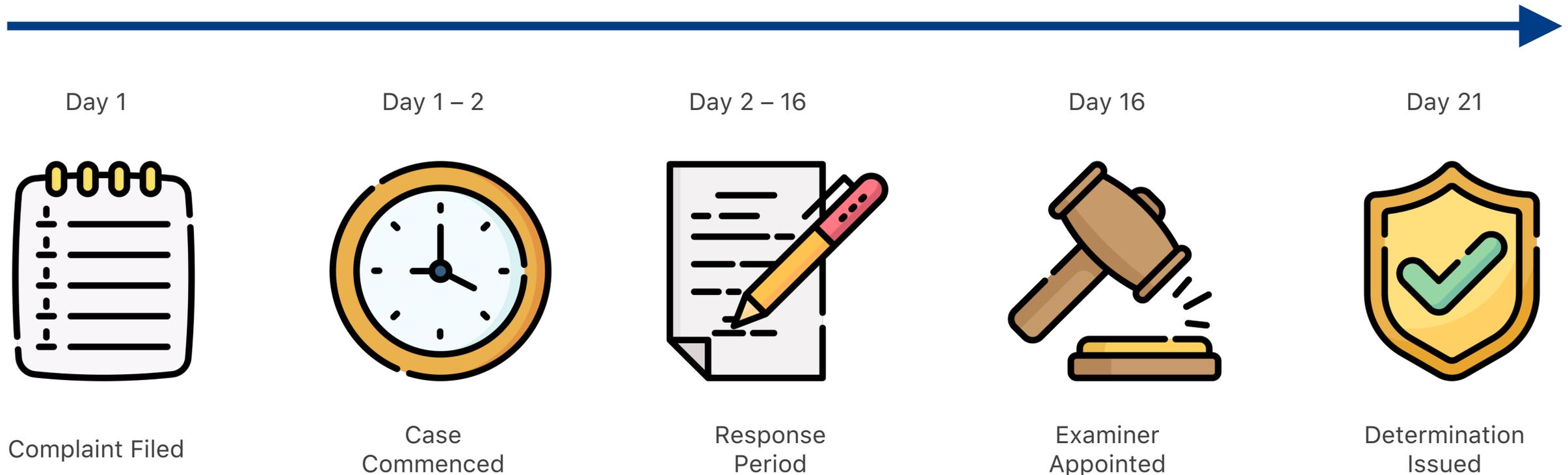
The Uniform Rapid Suspension System (**URS**) was designed by ICANN exclusively to provide trademark owners with a **quicker** and more **low-cost** process compared to UDRP to **take down** websites infringing on their intellectual property rights.

There are three dispute resolution providers approved by ICANN:

1. The Asian Domain Name Dispute Resolution Centre (ADNDRC)
2. MFSD Srl
3. National Arbitration Forum (NAF)

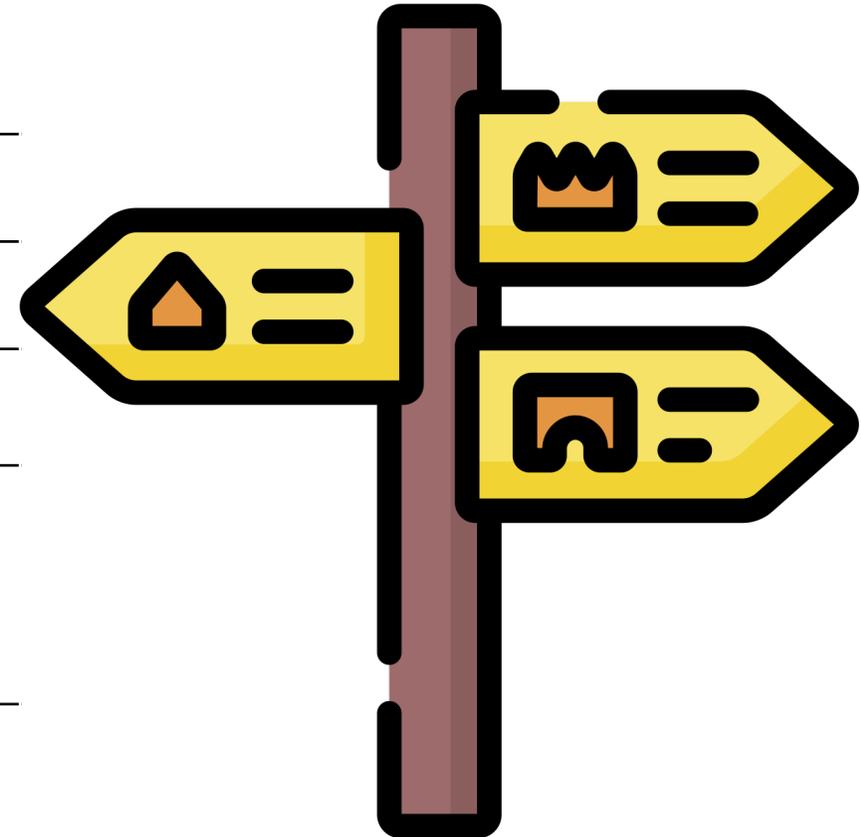


# What's the URS process?



# Comparing UDRP and URS

UDRP	URS
All domains	Mostly new gTLDs
Average of 2 months	Average of 17 days
Starting at \$1,000	Starting at \$375
"Clear and convincing evidence" and "no genuine issue of material facts"	"A preponderance of the evidence"
Transfer or cancellation	Suspension



Thank you!