New .xxx Domain Name Registry Announced, Secure Your Domain and Protect Your Brand

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A new .xxx domain name registry is being introduced for adult entertainment websites. If you want to block your trademark from being available as a "trademark.xxx" domain name, you can submit a reservation request during the "sunrise" period, September 7 to October 28, 2011. If approved, no one will be able to register "trademark.xxx." To be eligible, you must own a US or foreign trademark registration issued before September 1, 2011 for the exact trademark you wish to reserve.

The .xxx registry owner, ICM, will begin accepting reservation requests on September 7 through qualified registrars (listed at http://www.icmregistry.com/registrars.php). The service fee for each reservation request ranges from $200 to $500 depending on the registrar and, if accepted, is valid for 10 years.

During the same period, trademark registrants and existing domain name owners in the adult entertainment industry are also eligible to register corresponding .xxx domain names. Generally speaking, an adult entertainment industry applicant seeking a registration will have priority over a non-adult entertainment industry applicant making a reservation request. The .xxx registry offers Uniform Dispute Resolution Policy proceedings and the like to help resolve .xxx domain name disputes.

OTHER IMPORTANT .XXX REGISTRY DATES

November 8-25, 2011 is the "landrush" period when adult entertainment industry applicants are eligible to register .xxx domain names without ownership of a valid trademark registration or existing domain name.

After December 6, 2011, anyone can register a .xxx domain name.

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