

PRESS RELEASE

IMMEDIATE

Hong Kong (26 April 2017)

**The Newly Established Dot Trademark Policy Committee (DTPC)
Reinforces Dot Trademark's Leading Position
in Online Trademark Rights Protection Globally**

Dot Trademark TLD Holding Company Limited (the registry accredited by ICANN for the Top Level Domain (TLD) “.商标”, hereinafter “Dot Trademark Domain Name Registry”, or “DTDNR”) is pleased to announce the inception of the Dot Trademark Policy Committee (DTPC) (<http://www.政策委员会.商标>) which is primarily mandated to provide independent advice on the revamp and implementation of policies and rules for Dot Trademark domain names on this 17th World IP Day.

Since the launch of the Dot Trademark project in January 2015, the “.商标” Top Level Domain has been increasingly used by Chinese consumers as a trusted and convenient online portal in accessing official websites of brands. Currently, **over 10,000** major brands from Hong Kong, Mainland China and overseas have registered their Dot Trademark domain names, and over 300 IP firms, trademark agencies and major online brand protection services providers across the globe have become business partners of the Dot Trademark Domain Name Registry to further promote the use of Dot Trademark domain names.

Contrary to other TLD registries, the DTDNR adopts a trademark rights verification process and protection mechanism in its registration rules to protect the interests of legitimate trademark rights holders and internet users. DTDNR's innovative and unique Rights Protection Mechanisms (RPMs) can effectively ensure that Dot Trademark domain names can only be registered and used by legitimate trademark rights owners, and that registrations of names that are confusingly similar to existing Dot Trademark names are not allowed. These features enable Internet users including individuals, businesses, and organizations to use the Internet conveniently and securely.

Dot Trademark Registry is also committed to effective resolution of disputes under its TLD. Under the Dot Trademark Eligibility Dispute Resolution Policy, disputes concerning the eligibility of a Dot Trademark domain name registrant can be submitted to Asian Domain Name Dispute Resolution Centre (ADNDRC) for resolution.

Jointly chaired by **Mr. Peter Cheung (Silver Bauhinia Star holder and Former Director of the Intellectual Property Department)** and **Professor Christopher To (Former Secretary-General of HKIAC and ADNDRC; Former Nomination Committee Member of ICANN and Former Chairman of HKIRC)**, the DTPC comprises 20 members from 9 different jurisdictions. They are all experienced in domain name, arbitration and intellectual property. The DTPC normally meets twice a year to perform the following functions:

- (i) To consult the best practice in policy setting for online trademark rights protection;
- (ii) To regularly review and revamp existing rules and policies for the Dot Trademark;
- (iii) To interpret provisions of Dot Trademark policies;
- (iv) To participate in events for promotion of the policies of Dot Trademark.

Other members of the DTPC are listed (in alphabetical order) below:

(please note that all members, unless indicated otherwise, serve in their personal capacity and that current and previous affiliations are provided for identification purpose only)

- The Honorable Neil BROWN QC, Former Member of the Federal Parliament of Australia; Mediator and Arbitrator, Brown Chambers; Australia
- Julien CHAISSE, Director of the Center for Financial Regulation and Economic Development, the Chinese University of Hong Kong; France / Hong Kong
- Jacob CHEN, Senior Attorney-at-law, Lusheng Law Firm; China
- Shaojie CHI, Senior Advisor, CCPIT Patent and Trademark Law Office; China
- Scott DONAHEY, Independent Arbitrator and Mediator, The Donahay Law Firm; United States
- Ike EHIRIBE, Barrister, 7 Stones Commercial & IP Chambers; United Kingdom
- Gabriela KENNEDY, Partner, Mayer Brown JSM; Hong Kong
- Lewis LUK, CEO, Lusignan Group Limited; Hong Kong
- Peter Malanczuk, Independent Arbitrator, Germany
- Ho Hyun NAHM, Lead Partner, Barun IP & Law; Korea
- Anthony ROGERS, Former Vice-President of the Court of Appeal of 3 Hong Kong; United Kingdom / Hong Kong
- Gary SOO, Arbitrator, Barrister, Gary Soo Chambers; Hong Kong
- Timothy SZE, Head of Mainland Affairs for Office of the Vice President for Institutional Advancement, The Hong Kong University of Science and Technology; Hong Kong
- Jacques de WERRA, Vice Rector, University of Geneva; Switzerland
- Jerry ZHANG, Special Counsel, Lawjay Partners; China
- Yun ZHAO, Head of Department, Department of Law, The University of Hong Kong; Hong Kong

Secretary-General

- Dennis CAI, President of Policy and Compliance, Dot Trademark TLD Holding Company Limited; Former Secretary-General, ADNDRC, Former Assistant Secretary-General, HKIAC Hong Kong

Deputy Secretary-General

- Eric CHEN, Partner, Sincere Partners & Attorney at Law; Hong Kong

Mr. Peter Cheung, Co-Chairman of the DTPC, said, “Dot Trademark’s trademark rights verification mechanism revolutionizes the existing system of domain name registration, and aims to prevent domain name disputes from happening under its TLD in registration stage. Moreover, Dot Trademark Domain Name Registry’s excellent efforts in promoting the use of verified Chinese domain names echoes the Central Government’s long term policy of Internet development. As the DTPC plays a vital role in shaping the policies of Dot Trademark I am very pleased to collaborate with so many professionals in IP and domain name sectors on this interesting and meaningful project.”

Professor Christopher To welcomes the establishment of the DTPC, “It is my great pleasure to serve as the Co-Chairman of the Committee, which functions as an independent policy making authority for Dot Trademark Domain Name Registry. With the support from leading international practitioners and scholars from the IP and domain name industries, I am confident that the DTPC can ensure Trademark Domain Name Registry to adopt the best practices in domain name registration and trademark rights protection.”

Professor Julien Chaisse, member of the DTPC commented that, “I am glad to join this independent committee dedicated to policy making, as Dot Trademark system will not only profoundly impact on

setting up innovative policies and rules for trademark rights protection in domain name industry, but also facilitate the development of policies that contribute to protecting consumers' rights in the Internet."

Mr. Walter Wu, President of Operations of Dot Trademark Registry stated that, "In Mainland China, it is not uncommon that domain names for companies' official web addresses are inconsistent with their trademark names, which could tarnish one's brand. In view of this situation, brand owners need to keep abreast of with the latest developments of online trademark rights protection services and products."

Mr. Dennis Cai, President of Policy and Compliance of Dot Trademark Registry expressed his views on the DTPC, "We are very grateful for the establishment of the Committee as it is founded on the basis to provide feedback for Dot Trademark Domain Name Registry in formulating and regulating its policies and services. Through the DTPC, we seek to ensure Dot Trademark registration system continues to meet the highest standards of excellence and are kept in line with the current best practices of the industry."

In the future, the DTPC will focus on revamping existing Dot Trademark registration rules and dispute resolution policies with aims in providing better protection for brand owners and consumers. The DTPC will meet semi-annually and members are appointed on a three-year basis.

Affiliations of Dot Trademark Domain Name Registry

- ICANN-accredited registry for the generic Top-Level-Domain (gTLD)
- Approved by MIIT to operate in Mainland China
- Vice-President Organization of China Trademark Association (CTA)
- Corporate member of Hong Kong Brand Protection Alliance (HKBPA)
- Member of Verified Top Level Domain (vTLD) Consortium

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