



Protecting Your Website and Brand Name

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The Internet Corporation for Assigned Names and Numbers recently approved a new .xxx domain name, which will become effective September 7. The new .xxx domain name allows adult entertainment companies to register premium domains that are otherwise unavailable in the .com, .net or .org suffix. For companies not associated with the adult entertainment industry, it may be important to opt-out of the new .xxx domain in order to prevent cybersquatters and others from reserving a .xxx website with the company's name or trademark.

From September 7 to October 28, companies and other brand owners who are not associated with the adult entertainment industry can pay a one-time registration fee to reserve their website name and prevent cybersquatters and other third-parties from later registering the name and associating the website with adult content. Once a domain name is reserved, visitors to the domain will be directed to a standard webpage that indicates the name is reserved, and future applications to reserve the name will be blocked.

Litigating against cybersquatters can be costly, in addition to the damage that a brand may incur if a brand is associated with adult content. Registering a domain name during the opt-out period could protect a company from future litigation and reputational damage.

Please contact any of the attorneys at Farhang & Medcoff, PLLC at 520.790.5433 or 480.686.8711 if you have any questions regarding this breaking legal news report.