



## Meeting Announcement

### *New ICANN gTLD's—A Brand Owner's Guide*

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On April 1, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP will be hosting an exclusive client strategy meeting regarding the planned 2009 expansion in generic Top Level Domain Names (gTLDs). While TLDs have previously been limited to a select few locations like .com, .net and .org, the [Internet Corporation for Assigned Names and Numbers](#) (ICANN) is initiating a new process this year to allow the registration of nearly any TLD, including TLDs that utilize your existing trademarks and trade name. These developments present both an opportunity to expand and shape your company's presence on the Web and a responsibility to protect your valuable trademark rights—brand abuse may grow exponentially with the expanding number of gTLDs. This program will help you address these issues.

Pattishall has long been at the forefront of domain name issues, with extensive ground-breaking litigation experience under both ICANN's Uniform Dispute Resolution Policy (UDRP) and the federal Anti-Cybersquatting Consumer Protection Act. We also manage international domain name enforcement programs for our clients. In addition, our partner, Mark Partridge, has issued over 150 domain name decisions as a UDRP panelist since 1999 and is the ABA's representative to ICANN. Based on that experience and our experience in advancing federal and state IP legislation, we have encouraged ICANN to adopt a procedure that provides substantial trademark protection while allowing responsible expansion and innovation, a position ICANN has cited in its analysis of the first round of public comments. Mark Partridge will also provide insight into the current trajectory of gTLD discussions at ICANN's Mexico City Meeting, held March 1-6, 2009.

Pattishall's experience and involvement in this process uniquely positions us to help you understand these developments and best position yourself to advance and protect your interests. To that end, we are hosting an exclusive client strategy meeting on **April 1, 2009**. We will explain this transformational process and provide you an opportunity to ask questions, get feedback, and discuss this crucial next step in the development of the Internet with our expert Task Force and other similarly situated corporate decision makers.

For details, please contact Jake Linford at 312-554-7959, or [jl@pattishall.com](mailto:jl@pattishall.com).



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