



## Register.it expands their Online Brand Protection service thanks to receiving accreditation from Trademark Clearinghouse

*Register.it now offers consulting for businesses interested in including their brand in the Trademark Clearinghouse database, obtaining right of priority and greater protection in view of the registration of new generic domains*

Firenze, 18 July 2013 - Register.it, Italian brand of the DADA Group, international leader in professional services for the online presence of the individual and businesses, is expanding its **Online Brand Protection** service through their new accreditation as a **Trademark Clearinghouse Agent**. Having obtained certification from the Trademark Clearinghouse, the most important online brand protection service, created and developed by ICANN (the Internet Corporation for Assigned Names and Numbers) simultaneously with the launch of **new generic top level domains (gTLDs)**, Register.it can now offer advice specific to evaluating which brands ought to be registered and can further support companies of all sizes and sectors in the process of registering their brand in the Trademark Clearinghouse database, providing protection in the newly emerging digital scenario.

*"Liberalization of domains and the impending entry of corporate brand extensions, generic names, geographical areas or communities into the market give rise to a larger digital horizon, new business models and innovative marketing opportunities. However, this opportunity also risks creating confusion on the part of the users, economic loss and damage to the brand image related to the possible loss of domains and to major phishing threats," said Claudio Corbetta, CEO of the DADA Group. "The global Trademark Clearinghouse database, where the data of registered brands satisfying specific requirements are kept, was set up in response to these threats. By assisting companies to insert their brand into this database, Register.it contributes to their protection, keeping them safe from any irregularities. The registration of new generic domains is an important first step towards a suitable digital brand strategy in the current scenario. This is crucial to ensure a competitive advantage that is in-line with business priorities. For this, we are committed to helping companies become aware of the opportunities and, at the same time, the risks associated with the liberalization of domains, supporting them throughout the registration process".*

Inclusion of the brand in the centralised Trademark Clearinghouse database, which can be conducted by Register.it, grants holders a kind of **right of priority** for registration of the domain in the prelaunch phase of any new gTLDs that are approved by ICANN, i.e. the sunrise period, and **immediate communication** in the event of third party registration of domains corresponding to the brand in the months following. In this way, intervention can be swift for any eventual action to recuperate these domains.



Having received certification as an accredited agent for providing Trademark Clearinghouse services, Register.it is able to manage all bureaucratic and strategic aspects for their corporate clients, all designed with brand protection in mind. They can assist companies by ensuring the adequacy of all necessary documents and that all requirements are met, as well as assist in presenting the application. In addition, Register.it can work closely with the company to define the most effective brand protection strategy by assisting in domain selection, always keeping in line with the company's business objectives.

In line with their Online Business Training program - free online training events and initiatives for the company or professional - Register.it has also scheduled a webinar on July 23rd from 3:00 to 4:00 p.m. that is specifically dedicated to the Trademark Clearinghouse and to the latest news on new generic domains from the ICANN meeting that ends today in Durban, South Africa.

Sign up for the webinar at: <https://www3.gotomeeting.com/register/713748078>

Additional information on Register.it's Online Brand Protection services is available at <http://we.register.it/brandprotection/index.html>

For further information:

[www.register.it](http://www.register.it)

[www.dada.eu](http://www.dada.eu)

## DADA Group

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.*

*Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN.*

*With more than 515,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.*

## Press Office | Burson-Marsteller

Cinzia Trezzi - [cinzia.trezzi@bm.com](mailto:cinzia.trezzi@bm.com)

Cristina Gobbo - [cristina.gobbo@bm.com](mailto:cristina.gobbo@bm.com)

Tel. (+39) 02 72143543

## DADA External Relations

Nicoletta Pinoia - [nicoletta.pinoia@dada.eu](mailto:nicoletta.pinoia@dada.eu)

Monica Gilardelli - [monica.gilardelli@dada.eu](mailto:monica.gilardelli@dada.eu)

Tel. (+39) 02 54027718