



About

Internet DotTrademark Organisation Limited (formerly Internet DotTrademark Organisation Limited) was established under Hong Kong law to serve as the domain registry for the .商标 (trademark in English) gTLD extension. Founded by a group of intellectual property and domain name experts in an effort to meet the growing needs for verified domain names and trusted websites in China and Chinese-speaking communities. As the first and only global domain registry set up for innovative trademark rights verification and protection, we ensure that DotTrademark Names (domains under .商标) can only be registered and used by legitimate trademark rights owners.

gTLD use case

.商标 (trademark in English)

Category

Generic

Registry Operator

Internet DotTrademark Organisation Limited

Contact

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gTLD

What motivated you to apply for a new gTLD?

There is no trademark verification mechanism in traditional domain name management, which is likely to cause domain name disputes against trademark owners and poses a hidden danger to the application and promotion on the Internet for brand owners.

Therefore, we decided to establish a new top-level domain, using the two Chinese characters of the trademark as suffixes, and giving full play to the trademark function of these two Chinese characters. It is likely to add a trademark mark for the domain name. At the same time, through the application of Chinese domain names, the Chinese trademark brand name and the domain name are completely consistent.

In addition, by verifying the trademark rights and trademark-related naming reviews for the registrant before registration, and guaranteeing the original registrant's exclusive rights under the registrant's trademark rights category after registration, the registrant's domain name can be protected from being registered by a third party. It removes the registrant's worries about cybersquatting and phishing websites. These problems can only be solved through establishing a new top-level domain.

How are you using the gTLD?

We are providing domain name registration services to trademark holders.



Learn more at:
newgtldprogram.icann.org

What were some of the considerations you made before applying?

We conducted detailed market research and found that many brand owners were very interested in similar-type services. We also actively carried out application preparation work in accordance with ICANN requirements for RFP.

How has your organization benefited from operating a gTLD?

I think our company has established a successful business model and has met the needs of many brand owners. One of the important reasons is that we own this top-level domain.

How has having a gTLD changed or impacted your business?

We set up an independent company and team for the top-level domain, and made the registry business the company's main business. We can establish a set of specific registration rules for trademark holders to solve the problems encountered in the field of domain name registration.

“The English-language Domain Name System makes it difficult for Chinese brand owners to build traditional domain names that are consistent with their brand name in Chinese. Netizens and consumers find it difficult to remember domain names composed of English letters, which makes it challenging for those companies to establish a connection with consumers on the Internet and impacts direct-to-customer marketing.”

– Internet DotTrademark Organisation Limited, Registry Operator