

Interested in a “.Cloud” Domain Name?

by Andrew L. Goldstein

A FREEBORN & PETERS LLP CORPORATE CLIENT ALERT

ABOUT THIS CLIENT ALERT:

Your choices for website domain names are expanding. A “.cloud” designation may make sense rather than, or in addition to, “.com” for your company or its brand names.

If you have a registered trademark, you can apply early for .cloud domains beginning November 16, 2015. If you don’t have a registered trademark you still may apply starting on January 25, 2016. Learn more here.

Are you a cloud service provider, or is your business in the cloud? You may be interested registering your company name or brand names in the new “.cloud” generic top level domain (GTLD), such as *mycompany.cloud*. This domain is one of many new GTLDs that have recently become available.



The “.cloud” domain is open to anyone. There are no special eligibility requirements to register.

If you own a registered trademark, you are in luck. You may register it early as a .cloud domain name during the “Sunrise” period—before the registrations are generally available to the public.

The “Sunrise” period is set to open on November 16, 2015. If a domain receives only one valid request, it will be registered in the name of that applicant and activated. Domains with more than one valid request will be allocated through an auction among all the applicants. These auctions are scheduled for January 18 through 22, 2016.

To take advantage of the “Sunrise” period, you first have to register your mark(s) with the Trademark Clearinghouse. This is generally only available for marks that are registered with the United States Patent and Trademark Office. It does not include marks that are the subject of pending applications.

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Andy focuses his practice in the area of Intellectual Property and Information Technology. He has extensive experience in the areas of intellectual property law, including trademark, trade dress and copyright law; internet, website, cloud computing, technology, outsourcing and computer law in general; advertising, marketing, and promotion law; and entertainment law, including video production, theater and dance-related matters.

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If you do not yet have a registration in the Trademark Clearinghouse, you may place an order for the name during the Priority Registration Phase (also known as the “Landrush” period).

The Landrush period is set to open from January 25 through February 5, 2016. All of the orders will be put on hold until the end of that period. Then domains that receive only one valid request will be registered in the name of that applicant. Domains with more than one valid request will be allocated through an auction. These auctions are scheduled for February 8 through 12, 2016.

After February 16, 2016, .cloud domain registrations become available to the public.

Pricing for .cloud domain registrations is not yet available. This is expected to be published in the second half of October 2016.

If this interests you—for your company name, trademarks or brand names—or if you have questions, please contact me at agoldstein@freeborn.com or 312-360-6000.

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