

# Uniform Domain Name Dispute-Resolution Policy

As an extension of our Trademark, Copyright & Branding Litigation services, Polsinelli's intellectual property attorneys advise clients on a diversity of issues involving the Uniform Domain Name Dispute-Resolution Policy (UDRP). They represent clients before the World Intellectual Property Organization (WIPO), the National Arbitration Forum (NAF), and state and federal courts across the U.S.

Domain Name disputes may involve allegations of cybersquatting under the UDRP, commercial disagreements over the ownership of a domain name or domain name hijacking. When matters cannot be resolved between the parties, our team of domain name lawyers represents clients in UDRP proceedings and Federal Courts throughout the U.S. in connection with claims brought pursuant to the Anti-Cybersquatting Consumer Protection Act (ACPA).

Whether by adding an extra letter to a .com, by appending a legitimate web address with additional words, or by fraud related to the registration and use of domain names, criminals will set up domains that can often get through internet security programs that seem legitimate to the casual observer. Once activated, perpetrators can then use the domain for a wide variety of illicit purposes that are potentially damaging to a business. Illicit behavior can include sending emails that intercept vendor payments or incurring other financial fraud, both of which can result in significant financial losses or reputational damage to a company.

Disputes over domain names can arise from commercial competition, broken business relationships, outright theft, opportunistic profiteering, and too often, overreaching claims filed by a trademark holder. Many misapprehensions abound as to what is permissible conduct connected with the registration and use of domain names. At Polsinelli, our domain name attorneys assist our clients in evaluating their options and determining the best course of action under the circumstances based on our extensive experience navigating all manners of Domain Name disputes.

Polsinelli's attorneys in this area are experienced in domain name conflicts and UDRP issues and serve clients both small and large, including those with revenues into the billions. We work with our clients to evaluate their vulnerabilities and proactively protect them against this fraud. Should a deceptive domain registration occur, we utilize our experience in UDRP filings and, if necessary, trademark litigation to resolve the matter in a way that is advantageous to our client. UDRP and Domain Name conflict services are an additional feature in our host of Trademark, Copyright & Branding Litigation services and provide clients with an important dimension of intellectual property protection.

Our team is staffed and skilled to field virtually any request that falls within the purview of e-commerce, media and internet law. But at the end of the day, clients turn to us for creative solutions that empower them to expand and protect their online presence and platforms — all while maintaining continuous compliance with relevant state and national laws.

# Matters

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Polsinelli successfully secured the transfer of <DOMAINS> through the utilization of the Uniform Domain Name Dispute Resolution Policy procedures on behalf of our clients, often ending fraud or other phishing attacks. Representative cases include:

- An American multinational energy company earning more than \$20 billion in revenue.
- A greeting card company that got its start on Shark Tank and is now endorsed by Forbes, Inc., CNBC and CNN.
- A crisis care resource that provides teachers, community care workers, health care workers and relief agencies to places impacted by crises or disasters.
- A major data protection entity for large enterprises with more than 60 million users supported and 6+ petabytes of data managed.