The Minds + Machines Registry Protected Marks List (MPML)

Introduction

Enhanced protection in the new era of the Internet

The Domains Protected Marks List (DPML) was first introduced to allow Rights Protection for brand holders in the new gTLD world. Minds + Machines Registry has now launched their own DPML product called MPML.

How does MPML work?

Brand owners may submit an exact match of their mark to MPML, or a term that contains their exact match mark. Once a term is accepted by the MPML, that term is blocked from registration for all Minds + Machines TLDs for 5 or 10 years. A domain blocked by MPML is not functional; therefore it may not be used for a website URL, an email address or other types of domain-related functionality.

How many TLDs will MPML protect?

Minds + Machines Registry has initially applied to operate 17 new TLDs with a number of contested TLDs potentially to follow. A full list of TLDs can be found below. Each MPML subscription applies across all TLDs (current and future) operated by Minds + Machines and cannot be applied to only a subset of TLDs.

When will M+M Registry TLDs launch?

M+M Registry TLDs have been in sunrise since early 2014 and Ascio expects the remaining TLDs to be launched over the course of 2015.

How do I register a MPML?

A trademark holder must first register a trademark through Ascio with the Trademark Clearinghouse (TMCH). The mark must be registered according to the "use" standard, which is the same standard for registration during the Sunrise period.

A trademark should remain active in the TMCH throughout the life of the MPML subscription. M+M Registry may elect to remove a MPML block for certain domains if the corresponding trademark is not kept current in the TMCH.

Exclusions

Previously Registered Domains: A term will not be blocked in any TLD where that term is already registered as a domain. If a domain is initially excluded from MPML, a rights holder may still subscribe to MPML (and block the term in all other M+M Registry TLDs). If the previously registered domain expires or is deleted, MPML protection will then automatically apply to that TLD.

Limitations

Blocked Domains: Domain must not be on any of the lists of names mandated by ICANN to be blocked in the M+M – ICANN registry agreement.

Unblocking

Other Sunrise Rights: Another trademark holder with Sunrise rights for a term may register that term as a domain name, even when a MPML subscription exists for it. This is known as an "override" and is consistent with the purpose of MPML - to block cybersquatters and not legitimate mark owners. An override can be performed at any time and can be initiated by the owner of the MPML account or by another trademark owner. The party requesting the override must have an exact match, Sunrise eligible trademark for the domain.

Example: *ACME Manufacturing* subscribes to MPML to block its trademarked ACME term in all M+M TLDs. *ACME beer*, which owns a trademark that contains the ACME term and is eligible to register domain names during Sunrise, may override the MPML block and register acme.beer.

Current list of TLD's: The table below shows the TLD's under the M+M Registry that will be covered by a MPML registration. The Registry plans to expand and offer more TLD's in the future. The MPML product will cover future launches of potential additional TLD's that are being contested.

M+M Registry TLDs

Current TLDs		Contested TLDs	
.abogado	.luxe	.app	.love
.beer	.rodeo	.baby	.school
.casa	.surf	.beauty	.soccer
.cooking	.vodka	.blog	.store
.country	.wedding	.cpa	.art
.fashion	.work	.data	.eco
.fishing	.yoga	.dds	.gay
.fit		.free	.home
.garden		.inc	.spa
.horse		.llc	

Key benefits

Powerful: MPML allows brand owners to protect more than simply the exact match trademark - MPML protects keywords that contain a trademark of a minimum of three characters.

Flexible: MPML allows trademark holders to protect terms in all M+M Registry TLDs while retaining the ability to register specific domains during or after the Sunrise period.

Simple: A subscription protects a term for 5 or 10 years. Thus, domain names blocked by MPML are not *live* on the Internet.

Affordable: MPML is a fraction of the cost of defensively registering terms in multiple gTLDs.

Examples of allowed MPML registrations

Trademark	Term selected for DPML	Term valid for DPML?	Explanation
acme	*acme*	*Yes*	*MPML term is an exact match of the trademark*
acme	*my**acme***	*Yes*	*MPML term contains an exact match of the trademark*
ab	***ab**cservices*	*No*	*Trademark is fewer than 3 characters in length and cannot be used for "contains" MPML*
acme	*acm3*	*No*	*MPML term is a misspelling that does not contain an exact match of the trademark*
acme	*my**acme**supplier*	*Yes*	*MPML term contains an exact match of the trademark*
acmeroadservice	*acmeroadsservice*	*No*	*The term contains an extra "s" and does not contain an exact match of the trademark*