

## Domain Names

Having a global online strategy is essential. Cybersquatters are a significant threat to your online reputation, security, and revenue streams. Our internet domain name team has advised clients in this area for more than 15 years.

Domain name portfolios inevitably cover a multitude of countries. Your enforcement efforts must be global. At the cutting edge of internet-related branding issues, we helped to develop appropriate rights protection mechanisms within ICANN for the new gTLD program.

Together, we will make sure you have the right strategy and strike the right balance between defensive registrations, monitoring, and recuperation.

### Representative experience

Filed and won first paperless eUniform Domain Name Dispute Resolution Policy (eUDRP) case in a domain-name dispute before WIPO on behalf of a leading mobile phone manufacturer.

Advised Canyon Bicycle in the first ever UDRP case filed against a new gTLD.

Managing the global trademark portfolio and domain name enforcement for eBay, and major global rebrands for both eBay and PayPal.

Managing Deutsche Telekom's global trademark and domain name portfolio. Advising on complex color mark and other

### Key contacts

David Taylor,  
Paris

Jane Seager,  
Paris

Eugene Low,  
Hong Kong

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### Trending Topics

Global IP Outlook

Key changes in case law and market trends that will impact your business and how you manage your IP.

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### Areas of focus

IP Rights in Transactions

IP Licensing,  
Commercialization, and  
Technology Transfer

Strategic Counseling and  
Portfolio Development

Broadband, Internet, and  
E-commerce

nontraditional trademark litigation in Europe and the U.S.

Advising Merck & Co., Inc. (Kenilworth, New Jersey, USA) in a trademark, domain name, and social media dispute with Merck KGaA. over use of the name “Merck” in Europe and U.S.

Advising a major international company on the ICANN new gTLD application process and how it affects trademark owners.

Advising a China-based domain name registry in formulating its registration policies (English and Chinese) for a new gTLD.

Advising a major Chinese micro blogging company on new gTLD Legal Rights Objection process and assisting with preparation and filing of Legal Rights Objections with WIPO.

Representing Tencent in successfully recovering its much-publicized domain name "weixin.com" (WeChat in Mandarin) through domain name proceedings before HKIAC.

## Awards and rankings

- IP Law Firm of the Year - Italy, *Legalcommunity IP & TMT Awards*, 2021-2018
- Ranked Band 1 for IP in Chambers Global and Europe-wide, *Chambers & Partners*, 2020
- Global IP Firm of the Year, *Managing IP Awards*, 2019 & 2018
- Japan Foreign Firm of the Year, *Managing IP Awards*, 2020-2018
- China Foreign Firm of the Year, *Managing IP Awards*, 2019
- IP Law Firm of the Year, *JUVE Awards*, 2017
- European Domain Names / Internet Team of the Year, *Managing IP Awards*, 2014

## Latest thinking and events

### News

Anchovy News, June 2021

### News

Anchovy News, May 2021

## Insights

New .AU complaints procedure comes into force

## News

German Bundestag adopts IT Security Act 2.0 – update for companies

## News

Anchovy News, April 2021

## Insights

Re-launch of .TRUST