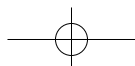
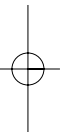
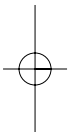


Contents

1. THE DOMAIN NAME SYSTEM	1
The Internet	1
1.1 The Internet	1
1.2 TCP/IP	2
1.3 Internet Standards	3
Internet Addressing and the DNS	3
1.4 Internet Naming and Addressing	3
1.5 IP Addresses	4
1.6 IPv6	6
1.7 The Domain Name System (DNS)	6
1.8 The Domain Name Space	8
Top-level Domains (TLDs)	9
1.9 Top-level Domains (TLDs)	9
1.10 Original Generic Top-level Domains (gTLDs)	9
1.11 Country Code Top-level Domains (ccTLDs)	10
1.12 Commercialisation of the Internet	11
1.13 New Generic Top-level Domains (gTLDs)	12
1.14 New Sponsored TLDs (sTLDs)	14
1.15 Policy on Introducing New gTLDs	17
Operation of DNS	18
1.16 Name Servers	18
1.17 Root Name Servers and the Root Zone File	20
1.18 Name Resolvers	22
1.19 Resource Records	22
1.20 Mapping Addresses to Domain Names	24
1.21 The WHOIS Directory Service	24
1.22 BIND	26
2. DNS GOVERNANCE AND ICANN	27
Internet and DNS Governance	27
2.1 Governance	27
2.2 Internet Governance and the WSIS	28
2.3 The Problem of DNS Governance	30
History of DNS Governance	32
2.4 Early History	32
2.5 Internet Assigned Numbers Authority (IANA)	33



2.6	Privatisation of the Root	35
2.7	The Crisis in Governance	36
2.8	The International Ad Hoc Committee	37
	Origins of ICANN	40
2.9	The NTIA Green Paper	40
2.10	The NTIA White Paper	42
2.11	Formation of ICANN	46
	Contractual Basis of DNS Governance	48
2.12	The 1999 Agreements	48
2.13	The ICANN/DOC MOU	53
2.14	Department of Commerce Supervision	54
2.15	US Government Principles and the EU	57
2.16	2006 NTIA Consultation	59
2.17	The September 2006 Agreement	59
2.18	IANA Function Contract	61
2.19	VeriSign Agreement	62
	ICANN	64
2.20	ICANN's Structural Reform Process	64
2.21	ICANN's Constitution	64
2.22	ICANN's Mission	65
2.23	ICANN's Core Values	66
	ICANN's Structure	67
2.24	ICANN's Structure	67
2.24.1	Board of Directors	67
2.24.2	Supporting Organisations	69
2.24.3	Advisory Committees	73
2.24.4	External Advisory Mechanisms	77
	ICANN's Processes	78
2.25	ICANN's Processes	78
2.25.1	Policy-development Processes	79
2.25.2	Transparency	79
2.25.3	Accountability and Review	79
	Registry and Registrar Agreements	82
2.26	gTLD Registry Agreements	82
2.27	.com Registry Agreement	83
2.28	Registrar Accreditation Agreement	87
	ccTLD Governance	89
2.29	ICANN and ccTLD Governance	89
	The WSIS	91
2.30	The WSIS and the IGF	91



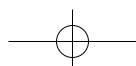
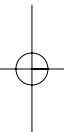
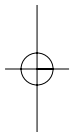
Contents

xiii

3. UNIFORM DOMAIN NAME DISPUTE RESOLUTION	95
Domain Name Disputes	95
3.1 ‘Cybersquatting’	95
3.2 NSI Dispute Resolution Policy	99
History of the UDRP	99
3.3 Origins of the UDRP	99
3.4 The WIPO First Process Report	101
3.5 ICANN’s Adoption of WIPO Recommendations	103
3.6 WIPO and ICANN’s UDRP: Differences	106
The UDRP	109
3.7 Abusive, Bad Faith Registration	109
3.8 The Affirmative Defences	113
3.9 Implementation of the UDRP	115
3.10 Dispute-resolution Service Providers	116
WIPO Second Process Report	117
3.11 The WIPO Second Process Report	117
3.12 Response to the Report	119
Other Dispute-resolution Systems	120
3.13 Other ICANN Dispute Resolution Systems	120
Limited Remedies	122
3.14 Limited Remedies under the UDRP	122
Fundamental Tensions and WIPO Overview	123
3.15 UDRP Fundamental Tensions	123
3.16 WIPO Overview of UDRP Decisions	127
4. UDRP PROCEDURES	129
The UDRP Rules	129
4.1 The UDRP Rules	129
Precedent and the UDRP	130
4.2 Precedential Value of Panel Decisions	130
UDRP Procedures	133
4.3 The Complainant	133
4.4 The Complaint	135
4.5 Serving the Respondent	137
4.6 The Respondent	137
4.7 The Response	138
4.8 Late Responses	140
4.9 The Panel and Panel Decisions	141



Choice of Law and Language	142
4.10 Choice of Law	142
4.11 Proper Language of the Proceedings	146
Supplemental Submissions and Refiling	148
4.12 Supplemental Submissions	148
4.13 Refiled Complaints	152
Burden of Proof	154
4.14 Burden of Proof	154
Other Procedural Issues	155
4.15 Independent Research by UDRP Panels	155
4.16 Default Rules	157
Reverse Domain Name Hijacking	161
4.17 Reverse Domain Name Hijacking	161
Equitable Defences	167
4.18 Equitable Doctrines and Defences	167
5. IDENTICAL OR CONFUSINGLY SIMILAR DOMAIN NAMES	171
Overview	171
5.1 Overview	171
Trade Marks	171
5.2 Trade Mark	171
5.3 Early History of Trade Mark Law	173
5.4 Legislative Definitions of 'Trade Mark'	174
5.5 'Trade Mark' in the <i>Union Label</i> Case	176
5.6 Service Mark	176
'Unregistered' Trade Marks	177
5.7 Common Law Trade Marks and Passing Off	177
5.8 The US Unfair Competition Tort	179
5.9 Unregistered Marks in Civil Law	180
Registered Trade Marks	181
5.10 Registered Trade Marks under the UDRP	181
5.11 Collective and Certification Marks	182
5.12 Location of Jurisdiction of Registration	183
5.13 Registration where Full Rights not Granted	184
5.14 Applications for Registration	186
5.15 Time at which Rights Arise under the UDRP	188
Unregistered Marks	190
5.16 Unregistered Marks under the UDRP	190
5.17 Unregistered Marks: Civil Law Jurisdictions	192



Contents

xv

5.18 Common Law Rights under US Law	193
5.18.1 Inherently Distinctive Marks	193
5.18.2 Descriptive Marks	196
5.18.3 Generic Terms	199
5.18.4 Composite Marks	201
5.19 'Common Law Rights' under English Law	202
5.19.1 Requirements for Common Law Rights under English Law: Distinctiveness and Secondary Meaning	204
5.19.2 The Action for Passing Off and the UDRP: Some Problems in Practice	206
5.19.3 The Action for Passing Off and the UDRP: Some Examples	209
Personal Names	210
5.20 Personal Names	210
5.20.1 Rights in Personal Names that Are Registered as Trade Marks	212
5.20.2 Rights in Personal Names that Are not Registered as Trade Marks: US Trade Mark Law	212
5.20.3 Rights in Personal Names that Are not Registered as Trade Marks: the English Action for Passing Off	216
5.20.4 Status of Unregistered Personal Names: Summary and Examples	221
Geographical Terms	223
5.21 Geographical Terms	223
5.21.1 Rights in Geographical Terms that are Included in Registered Trade Marks	225
5.21.2 Unregistered Rights in Geographical Terms	229
5.21.3 Rights of Legal Authorities for Geographical Areas	231
Non-exclusive Rights	233
5.22 Licensees and Other Non-exclusive Rights	233
Comparing Domain Names and Marks	239
5.23 Comparing Marks under National Laws	239
5.24 The Requirement of Use as a Trade Mark	241
5.25 Comparing Marks under the UDRP	244
5.26 Literal Comparison or Source Confusion	246
'Identical or Confusingly Similar'	249
5.27 Web Site Content Irrelevant in Confusion	249
5.28 Elements to be Ignored in Comparison	251
5.29 Graphical or Design Elements	251
5.30 Identicality	252
5.31 'Essential or Virtual Identity is Sufficient'	253
5.32 Addition of Terms does not Dispel Confusion	255
5.33 Addition of Generic 'Internet' Terms	258
Typosquatting	259
5.34 'Typosquatting'	259

Gripe Sites	262
5.35 Gripe Sites and Confusion	262
5.36 Treatment of Gripe Sites under US Law	262
5.37 Panel Views on ‘Sucks’-type Domain Names	263
5.38 Justifications for the Majority View	265
5.39 Justifications for the Minority View	268
5.40 ‘Sucks’-type Domain Names: no Universal Rule	270
5.41 Conclusions on ‘Sucks’-type Domain Names	273
6. RIGHTS OR INTERESTS IN THE DISPUTED DOMAIN NAME	277
Overview and Policy	277
6.1 Overview	277
6.2. Policy Considerations	277
Affirmative Defences	279
6.3 Affirmative Defences in Paragraph 4(c)	279
Burden of Proof	281
6.4 Burden of Proof	281
6.5 What Amounts to a Prima Facie Case?	282
6.6 The Respondent’s Burden of Proof	288
Bona Fide Offering of Goods or Services	291
6.7 Bona Fide Offering of Goods or Services	291
6.7.1 What is Meant by ‘Notice’ of the Dispute?	292
6.7.2 ‘Use’ of the Domain Name	294
6.7.3 ‘Demonstrable Preparations’ to Use a Domain Name and the Status of Business Plans	297
6.7.4 Bona Fide Offering of Goods or Services: General Principles	300
6.7.5 Bona Fide Offering of Goods or Services: Trading Off the Reputation of the Trade Mark Owner to Attract or Divert Internet Users	301
6.7.6 Bona Fide Offering of Goods or Services: Depriving the Complainant of the Opportunity to Reflect its Mark in a Domain Name	305
6.7.7 Bona Fide Offering of Goods or Services: Can a Respondent that Resells a Complainant’s Goods or Services Have a Right or Legitimate Interest in the Disputed Domain Name?	306
6.7.8 Bona Fide Offering of Goods or Services: Can a Reseller that is Not in a Contractual Relationship with the Complainant have Rights or Interests in the Disputed Domain Name?	313
6.7.9 Bona Fide Offering of Goods or Services: Can a Reseller have Rights or Interests in the Disputed Domain Name Where a Contractual Relationship with the Complainant has been Terminated?	315
‘Commonly Known by’ Domain Name	317
6.8 Holder ‘Commonly Known by’ Domain Name	317
6.8.1 Domain Holder has been Commonly Known by the Domain Name: the Time at which the Respondent must be ‘Commonly Known’	317

Contents

xvii

6.8.2	Domain Holder has been Commonly Known by the Domain Name: When is the Respondent 'Commonly Known' by the Name?	318
6.8.3	Domain Holder has been Commonly Known by the Domain Name: Can the Respondent be 'Commonly Known' by a Nickname?	319
	Non-commercial or Fair Use	321
6.9	Legitimate Non-commercial or Fair Use	321
6.9.1	US 'Classic Fair Use' Doctrine	323
6.9.2	US 'Nominative Fair Use' Doctrine	325
6.9.3	Freedom of Expression and the Treatment of Parody under US Trade Mark Law	327
6.9.4	Tarnishment	329
6.9.5	Legitimate Non-commercial or Fair Use 'Without Intent for Commercial Gain': the Position of Commercial Sites and 'Sham Speech' Domain Names	331
6.9.6	Legitimate Non-commercial or Fair Use: Intent to 'Tarnish' the Complainant's Mark	333
6.9.7	Legitimate Non-commercial or Fair Use: Overview of the Treatment of Criticism Sites	335
6.9.8	First View: 'Domain Name Itself is Misleading'	336
6.9.9	Second View: 'Complaints Site' Approach	340
6.9.10	Third View: the 'Totality of Circumstances' Approach	342
6.9.11	Criticism Sites: Discussion	345
6.9.12	Legitimate Non-commercial or Fair Use: 'Fan' Sites	347
	Generic Terms	352
6.10	Rights or Interests in Generic Terms	352
6.11	Registering a Generic Domain Name in Good Faith	354
7.	BAD FAITH REGISTRATION AND USE	361
	Overview and Policy	361
7.1	Overview	361
7.2	Policy Considerations	362
	Registration and Use in Bad Faith	363
7.3	The Four Non-exclusive Circumstances	363
7.4	'Totality of Circumstances' Approach	365
7.5	Reconciling Paragraphs 4(a)(iii) and 4(b)	366
	Bad Faith Use	367
7.6	Registered <i>and</i> Used in Bad Faith	367
7.7	Point in Time of Use in Bad Faith	368
7.8	Good Faith Registration and Bad Faith Use	369
	Bad Faith Registration	371
7.9	Is Renewal Registration?	371
7.10	The <i>Nuclear Marshmallows</i> 'Inaction Doctrine'	372
7.11	Inferring Bad Faith Registration from Use	376

Notice of Complainant's Mark	376
7.12 Actual and Imputed Notice	376
7.13 Constructive Notice	383
7.14 Registration of Domain Name before Trade Mark	387
Disclaimer	392
7.15 Relevance of Disclaimer on Respondent's Web Site	392
'Opportunistic' Bad Faith	396
7.16 'Opportunistic' Bad Faith	396
Registration for Purpose of Sale	398
7.17 Registration for Purpose of Sale	398
7.17.1 Paragraph 4(b)(i): What Amounts to 'Circumstances Indicating' that the Domain Name has been Registered for the Purpose of Selling It to the Complainant or a Competitor?	399
7.17.2 Paragraph 4(b)(i): Can an Offer to Sell a Domain Name in Settlement Negotiations Amount to Bad Faith?	399
7.17.3 Paragraph 4(b)(i): 'Primarily' for the Purpose of Selling the Domain Name 402	402
7.17.4 Paragraph 4(b)(i): For the Purpose of 'Selling, Renting or Otherwise Transferring' for 'Valuable Consideration in Excess of Documented Out-of-pockets Costs'	403
7.17.5 Paragraph 4(b)(i): General Offers to Sell or Domain Name Auctions	405
7.17.6 Paragraph 4(b)(i): Good Faith Offers to Sell the Disputed Domain Name	407
Registration to Prevent Use of Mark	410
7.18 Registration to Prevent Use of Mark as Domain Name	410
7.18.1 Paragraph 4(b)(ii): 'Pattern of Conduct' Arising from Multiple UDRP Disputes Involving Multiple Complainants	414
7.18.2 Paragraph 4(b)(ii): 'Pattern of Conduct' Arising from Multiple Registrations of Domain Names Reflecting the Complainant's Mark or Marks	416
7.18.3 Paragraph 4(b)(ii): Circumstances in which Multiple Registrations do not Amount to a 'Pattern of Conduct'	418
Disrupting Competitor's Business	419
7.19 Registration to Disrupt Competitor's Business	419
7.19.1 Paragraph 4(b)(iii): 'Disruption' of the Business of a Competitor	422
7.19.2 Paragraph 4(b)(iii); When is the Respondent a 'Competitor' of the Complainant?	426
Commercial Gain from Confusing Use	433
7.20 Commercial Gain from Confusing Use	433
7.20.1 Paragraph 4(b)(iv): 'Intentionally' Attempting to Attract Internet Users to the Domain Name Holder's Web Site or Other Online Location	434
7.20.2 Paragraph 4(b)(iv): Diverting Internet Users for 'Commercial Gain'	437



Contents

xix

7.20.3 Paragraph 4(b)(iv): ‘Diverting’ Internet Users by Creating a ‘Likelihood of Confusion’	438
Appendix 1—ICANN’s Structure	445
Appendix 2—UDRP	447
Appendix 3—UDRP Rules	453
Appendix 4—GNSO Final Report: Principles, Recommendations and Implementation Guidelines for Introduction of New gILDs	xxx
Bibliography	xxx
<i>Index</i>	xxx

