

Tasting, Kiting, Phishing and Pharming: IP Law Goes Online

Jamie N. Nafziger
Dorsey & Whitney LLP



Topics (In Title)

- **Tasting - taking advantage of domain name 5 day grace period**
- **Kiting - tasting repeatedly so never have to pay**
- **Phishing - attempting to obtain sensitive info through fraudulent emails or IMs**
- **Pharming - attempting to redirect website's traffic to bogus site often to obtain sensitive info**



Topics (Actual)

- **Brief Update on New gTLDs (Jamie Nafziger)**
- **Search Engines, Keyword-Linked Advertising and Trademark Infringement (Sarah Robertson)**
- **An introduction to China's Online World (Cedric Lam)**
- **Tools to Fight Online Malfeasance (Steven Fang)**



Update on Launch of New gTLDs

- **Currently 21 gTLDs such as .com, .net, .coop**
- **Potential for Indefinite Number of New gTLDs in 2009**
- **Applications Likely 2Q-3Q 2009**
- **Planned Launch of New Domains 4Q 2009**
- **Application Fee \$185,000**
- **Yearly Registry Fee \$75,000 or 5% (whichever is greater)**
- **Minimum Three Year Commitment**



Rumored Applications

- **.deloitte**
- **.pdx**
- **.sport**
- **.nyc**
- **.berlin**
- **.paris**
- **.arab**
- **.fam**
- **.africa**



Brand Owners

- **Consider Applying for Own Brand to Establish Private Island on the Internet**
- **Reconsider Defensive Registration Strategy**
- **Reconsider Enforcement Strategy**
- **Consider Filing Comment During Public Comment Period Open Until December 8, 2008**
- **Likely Increased Importance of Search Engines and Keywords**

