Disclaimer

The examples used in these Trademark Clearinghouse Guidelines are used for illustrative purposes only.
## TABLE OF CONTENTS

1. Introduction 5
   - 1.1. Background and objectives 5
   - 1.2. Modifications and Updates 5
   - 1.3. Scope 5
   - 1.4. Participants 6
     - 1.4.1. Trademark Holder 6
     - 1.4.2. Trademark Agent 6

2. Submission of trademarks and eligibility requirements 7
   - 2.1. Introduction 7
   - 2.2. Registered trademarks 7
     - 2.2.1. General 7
     - 2.2.2. Information to be provided 8
     - 2.2.3. Proof of use/ Additional information related to Sunrise Eligibility Requirements 8
     - 2.2.4. Documentary evidence 10
     - 2.2.5. Exceptions 11
   - 2.3. Court validated marks 11
     - 2.3.1. General 11
     - 2.3.2. Information to be provided to the Clearinghouse 12
     - 2.3.3. Documentary evidence 12
     - 2.3.4. Exceptions 13
   - 2.4. Marks protected by statute or treaty 13
     - 2.4.1. General 13
     - 2.4.2. Information to be provided to the Clearinghouse 14
     - 2.4.3. Documentary evidence 14
     - 2.4.4. Exceptions 15

3. Labels (Domain Names) 16
   - 3.1. Introduction 16
   - 3.2. Identical Match 16
   - 3.3. Additions to the Identical Match Rule 16
   - 3.4. Technical and syntax requirements 17
## 4. Verification Guidelines

### 4.1. Introduction

### 4.2. Applicable to all type of marks

- **4.2.1. Verification of the name of the mark**
- **4.2.2. Verification of the organization or full name and the address of the Trademark Holder**

### 4.3. Applicable to registered trademarks

- **4.3.1. Registration date**
- **4.3.2. Jurisdiction**
- **4.3.3. Description of the goods and services**
- **4.3.4. Detailed description of goods and services**
- **4.3.5. Status of the Trademark Holder**
- **4.3.6. Application number (field not mandatory)**
- **4.3.7. Proof of use**
- **4.3.8. Application date (field not mandatory)**
- **4.3.9. Expiration date (not mandatory)**

### 4.4. Applicable to Court-Validated Marks

- **4.4.1. Reference number**
- **4.4.2. Date of protection**
- **4.4.3. Country**
- **4.4.4. Description of goods and services**
- **4.4.5. Court name**
- **4.4.6. Court order**
- **4.4.7. Status of the Trademark Holder**

### 4.5. Applicable to Marks protected under statute or treaty

- **4.5.1. Reference number**
- **4.5.2. Date of protection**
- **4.5.3. Country**
- **4.5.4. Description of goods and services**
- **4.5.5. Title of the statute/treaty**
- **4.5.6. Jurisdiction**
- **4.5.7. Date of execution**
- **4.5.8. Status of the Trademark Holder**
1. INTRODUCTION

1.1. Background and objectives

These Trademark Clearinghouse Guidelines (these “Clearinghouse Guidelines”) will serve as a guideline for Trademark Holders and Trademark Agents to inform them about the eligibility requirements for inclusion of trademarks in the Clearinghouse and participation in sunrise and claims services. These Clearinghouse Guidelines, drafted based on ICANN’s requirements as specified in the gTLD Applicant Guidebook, provide an overview of the eligibility requirements and what type of marks may be accepted for inclusion in the Clearinghouse.

These Clearinghouse Guidelines supplement the Clearinghouse Validation Terms and Conditions, that will be made available at www.trademark-clearinghouse.com (the “Clearinghouse Validation Terms and Conditions”). All capitalized terms that are not defined herein have the meaning given to such terms in the Clearinghouse Validation Terms and Conditions.

1.2. Modifications and Updates

These Clearinghouse Guidelines are subject to change. Trademark Holders and Trademark Agents should regularly check to be sure they are complying with the most recent version of these Clearinghouse Guidelines. The applicable version will be published on the Clearinghouse Website: www.trademark-clearinghouse.com (hereinafter the “Website”).

1.3. Scope

The Clearinghouse will accept and verify the following intellectual property rights: (i) nationally or regionally or registered trademarks; (ii) court-validated marks; and (iii) marks protected by statute or treaty. The verified trademark data will support both trademark claims and sunrise services required for all new gTLDs. In addition, the Clearinghouse may accept and verify other types of marks upon the request of registries.

If other types of marks are accepted at a registry’s request, additional guidelines concerning these marks will be published on the Website.

The Clearinghouse’s role does not extend to any intellectual property rights which cannot be represented within the technical limitations of the Domain Name System (“DNS”), and explicitly does not include patents, designs, know-how or trade secrets.

It is important to note that inclusion in the Clearinghouse is not proof of any right, nor does it create any legal rights. The Clearinghouse is a repository of verified rights information.
1.4. Participants

1.4.1. Trademark Holder

Trademark Holders are the individuals or entities and their designees (such as licensees or assignees) that have, or desire to have, their eligible trademark rights included in the Clearinghouse. A Trademark Holder can submit a Trademark Record on its own behalf or can submit a Trademark Record through a Trademark Agent as described below.

1.4.2. Trademark Agent

Trademark Agents are entities or individuals that act on behalf of Trademark Holders in order to submit and maintain Trademark Records on behalf of the Trademark Holders. In addition, the Trademark Agents will receive notifications regarding the sunrise services or trademark claims services on behalf of the Trademark Holders. Instructions as to how to become a Trademark agent will be published on our Website.

Trademark Holder or Trademark Agent will have access to the applicable Trademark Records, and if applicable, to the Signed Mark Data (SMD) file. An SMD file is generated once the sunrise eligibility requirements are fulfilled, which enables the registration of a domain name label within a new gTLD (extension) during a Sunrise Period subject to the applicable registry policy. The SMD file may be used by the Trademark Holder or Trademark Agent to request a sunrise registration; however, allocation of a sunrise registration occurs at the determination of the registry.
2. SUBMISSION OF TRADEMARKS AND ELIGIBILITY REQUIREMENTS

2.1. Introduction

The Clearinghouse must obtain sufficient information to confirm the validity of submitted Trademarks. In order to confirm the validity of Trademarks, the relevant information must be provided according to the type of Trademark. An overview of the required information is included in the following sections.

The Clearinghouse may request additional documentary evidence in order to verify the provided information. In some cases, documentary evidence is mandatory (e.g., a copy of the court’s decision for a court-validated mark).

The following sections describe the information that is mandatory and optional for each type of mark.

2.2. Registered trademarks

2.2.1. General

A registered trademark is a nationally or regionally (i.e., multi-nationally) registered mark on the principal or primary register in the mark’s jurisdiction.

This means that the trademark in question must have national effect and be registered at the time it is submitted for verification. The following are not considered registered trademarks and will not be eligible for inclusion in the Clearinghouse:

- Trademark applications;
- Trademarks registered by a city, state, province, or sub-national region;
- International trademark applications made via the Madrid system unless the underlying basic trademark registration has national effect;
- Registered marks that were subject to successful invalidation, cancellation, opposition, or rectification proceedings.

The following are not considered registered trademarks but might be eligible for inclusion in the Clearinghouse under another type of trademark:

- Well-known or famous trademarks, unless they are also registered;
- Unregistered (including common law) trademark;
- Court-validated marks;
- Marks protected under statute or treaty;
- Other marks that constitute intellectual property.
2.2.2. Information to be provided

In general, the following information must be submitted to the Clearinghouse in order to verify a trademark record that relates to a registered trademark:

- **Name of the mark** corresponds to the name of the registered trademark itself;
- **Registration number** corresponds with the registration number as provided by the trademark office;
- **Registration date** corresponds with the date on which the registered trademark was registered [format: YYYY-MM-DD];
- **Application number** (not mandatory) corresponds with the application number as provided by the trademark office;
- **Application date** (not mandatory) corresponds with the date on which the trademark was applied for [format: YYYY-MM-DD];
- **Jurisdiction** corresponds with the national or regional territory in which the registered trademark is protected;
- **Expiration date** (not mandatory) corresponds with the date on which the registered trademark expires [format: YYYY-MM-DD];
- **Description of goods and services class** corresponds with the Nice classification of the goods and/or services for which a registered trademark is protected;
- **Detailed description of goods and services** corresponds with the exact description of the goods and services for which a registered trademark is protected;
- **Status of the Trademark Holder** (owner/licensee/assignee) corresponds to the capacity of the Trademark Holder that is submitting the Trademark Record;
- **Organization** corresponds with the name of the Trademark Holder when the Trademark Holder is company or an organization;
- **Full name** corresponds with the name of the Trademark Holder when the Trademark Holder is an individual;
- **Address of the Trademark Holder** corresponds with the full address (i.e. street, city, postal code, country of residence) of the Trademark Holders as recorded with the trademark office; and
- **Contact information of the Trademark Holder** corresponds to the phone/fax number of the Trademark Holder.

2.2.3. Proof of use/ Additional information related to Sunrise Eligibility Requirements

Users may opt in for the sunrise services when submitting a registered trademark. In this case, the user shall be required to provide a submission for verification of proof of use.

The submission for verification of proof of use must contain two elements:

- a signed declaration of use and
- a single sample of proof of use.
The Trademark Holder or Trademark Agent must upload these documents into the Clearinghouse interface. These documents are mandatory for participation in sunrise services.

A signed declaration of use

A signed declaration by the Trademark Holder must be submitted. This document can be downloaded from the Website and must be duly signed by the Trademark Holder. A sample is provided below:

[Name of submitting party] hereby certifies that the information submitted to the Clearinghouse is, to the best of [Name of submitting party] knowledge, complete and accurate, that the trademarks set forth in this submission are currently in use in the manner set forth in the accompanying specimen, in connection with the class of goods or services specified when this submission was made to the Clearinghouse; that this information is not being presented for any improper purpose; and that if, at any time, the information contained in this submission is no longer accurate, the [Name of submitting party] will notify the Clearinghouse within a reasonable time of that information which is no longer accurate, and to the extent necessary, provide that additional information necessary for the submission to be accurate. Furthermore, if any Clearinghouse-verified mark subsequently becomes abandoned by the Trademark Holder, the Trademark Holder will notify the Clearinghouse within a reasonable time that the mark has been abandoned, or has been the subject of successful opposition, invalidation, cancellation, or rectification proceedings.

A single sample of proof of use

The range of samples accepted to support verification of proof of use by the Clearinghouse is intended to be flexible to accommodate practices from multiple jurisdictions.

In establishing the list of accepted samples, the guiding principle that has been used is that a sample should be an item that evidences an effort on behalf of the Trademark Holder to communicate to a consumer so that the consumer can distinguish the products or services of one from those of another.

Accordingly, examples of acceptable evidence include items from either of the following categories:

1. Labels, tags, or containers from a product; or
2. Advertising and marketing materials (including brochures, pamphlets, catalogues, product manuals, displays or signage, press releases, screen shots, or social media marketing materials).

Physical copies of samples are not required. Links, copies, or photographic submissions will be acceptable.

Examples of acceptable evidence will be provided in the addendum to these Guidelines.

Examples of samples that would not be accepted as adequate proof of use include:

1. Inclusion of a trademark in a domain name;
2. Email messages;
3. Licenses to use a trademark or applications for business licenses that include the trademark as part of the business name; or


The sample submitted must contain the complete name of the registered trademark as recorded in the Trademark Records and as verified. The Clearinghouse will not assume the role of making determinations on the scope of rights associated with a recorded trademark or the labels it can generate.

2.2.4. Documentary evidence

The Clearinghouse may request the Trademark Holder or Trademark Agent to submit additional documentary evidence, such as an article of incorporation in the event of an address change, if it determines that information is missing or is incorrect. In addition to the above, the following documents should be provided when applicable:

- **Licensee declaration**

  A license declaration must be provided when 1) the Trademark Holder or Trademark Agent has indicated that he/she is a licensee of a trademark and 2) the license of the trademark has not been recorded with the relevant trademark office. A template can be downloaded from the Website. The actual license agreement will not be required. Only the complete and signed template license declaration should be provided.

- **Assignee declaration**

  An assignee declaration should be provided when 1) the Trademark Holder or Trademark Agent has indicated that he/she is an assignee of a trademark and 2) the assignment of the trademark has not yet been recorded by the trademark office. A template can be downloaded from the Website.

- **Other documents**

- **Copy of an official trademark certificate**

  In most cases, the information provided in a Trademark Record is verified against the official trademark office’s online database. If the trademark is registered in a jurisdiction where such online database is not accessible, the Trademark Holder or Trademark Agent must submit a copy of the official trademark certificate related to that specific trademark. An overview of the jurisdictions for which an online database is available will be provided in an addendum to these Guidelines.

- **Copy of the renewal request of the trademark**

  A copy of the renewal request for a trademark must be provided when the trademark registration period will expire during the term for which a Trademark Record is submitted to the Clearinghouse.
In the event that one would forget to submit any of the documents and the Clearinghouse cannot verify the provided information, the Clearinghouse will request the submitting party to provide these documents within 20 calendar days prior to taking a final determination to accept a Trademark Record. In the event that no documents have been provided, the Trademark Record will not be accepted.

2.2.5. Exceptions

As provided in the gTLD Applicant Guidebook, the following registered trademarks will not be accepted by the Clearinghouse.

- A registered trademark that includes a top level extension, for example, trademarks such as “icann.org” or “.icann”
- Any registered trademark starting with or containing a “dot” (.) (e.g., the trademark “deloitte.” as below will not be accepted)

![Deloitte](image)

- Any registered trademark that does not contain any letters, words, numerals or DNS-valid characters.

2.3. Court validated marks

2.3.1. General

Court validated marks refer to a mark that has been validated by a court of law or other judicial proceeding at the national level, such as unregistered (common law) marks and/or well-known marks.

In the case of a mark validated by judicial proceedings, the judicial authority must have existed as a competent jurisdiction as of the date of the order or judgment. Any referenced authority must have the indicia of authenticity and must on its face confer the specified rights (i.e., the documentation must be sufficient to show validation of the mark without the need for the Clearinghouse to consult outside resources).

The following marks are not considered court-validated marks and will not be eligible for inclusion in the Clearinghouse:

- Trademark applications;
- US state trademarks;
- International trademark applications made via the Madrid system
- Registered trademarks that were subject to successful invalidation, cancellation or rectification proceedings
The following are not considered court-validated marks but might be eligible for inclusion in the Clearinghouse under another type of trademark:

- Registered trademarks;
- Marks protected under statute or treaty;
- Other marks that constitute intellectual property.

2.3.2. Information to be provided to the Clearinghouse

The following information needs to be submitted to the Clearinghouse in order to verify a record that relates to a court-validated mark:

- **Name of the mark** corresponds to the name of the mark as indicated by the court order;
- **Reference number** corresponds to the number of the court order;
- **Date of protection** corresponds to date of which the decision of the court order was taken or published;
- **Country** corresponds to country in which the court order is applicable;
- **Description of goods and services** corresponds to the goods and/or services for which the mark is protected;
- **Court name** corresponds to the official title of the court where the court order has been taken;
- **Court order** corresponds to the copy of the official court order itself;
- **Status of the Trademark Holder** (owner/licensee/assignee) corresponds to the capacity of the Trademark Holder that is submitting the Trademark Record;
- **Organization** corresponds with the name of the Trademark Holder when the Trademark Holder is company or an organization;
- **Full name** corresponds with the name of the Trademark Holder when the Trademark Holder is an individual;
- **Address of the Trademark Holder** corresponds with the full address (i.e. street, city, postal code, country of residence) of the Trademark Holders as recorded with the trademark office; and
- **Contact information of the Trademark Holder** corresponds to the phone/fax number of the Trademark Holder.

All of the requested information is mandatory.

2.3.3. Documentary evidence

As described above, the Trademark Holder or Trademark Agent is obligated to upload a copy of the official court order on which the corresponding mark is based.

In addition to the above, the following documents should be provided when applicable:
Licensee declaration

A license declaration must be provided when 1) the Trademark Holder has indicated that he/she is a licensee of a mark. A template can be downloaded from the Website.

Assignee declaration

An assignee declaration should be provided when 1) the Trademark Holder or Trademark Agent has indicated that he/she is an assignee of a mark. A template can be downloaded from the Website.

_in the event that one would forget to submit any of the documents and the Clearinghouse cannot verify the provided information or other documents need to be provided, the Clearinghouse will request to provide these documents within 20 calendar days after the moment of verification and prior to taking a final determination to accept a Trademark Record. In the event that no documents have been provided, the Trademark Record will not be accepted._

2.3.4. Exceptions

The following, even if court-validated, will not be accepted by the Clearinghouse:

- Any court validated mark that includes a top level extensions such as “icann.org” or “.icann”;
- Any court validated trademark mark starting with a “dot” (.) or containing a “dot” (;)
- Any court validated mark that does not contain any letters, words, numerals, or DNS-valid characters; and
- Any state or city court-validated mark.

2.4. Marks protected by statute or treaty

2.4.1. General

For marks protected by statute or treaty, the relevant statute or treaty must be in effect at the time the mark is submitted to the Clearinghouse for inclusion. These marks may include but are not limited to: geographical indications and designations of origin.

The following marks are not considered marks protected by statute or treaty and will not be eligible for inclusion in the Clearinghouse:

- Trademark applications or applications for protection of a mark;
- Well-known or famous trademarks, unless also protected by a statue or treaty;
- US state trademarks;
- International trademark applications made via the Madrid system.
- Registered trademarks that were subject to successful invalidation, cancellation, opposition or rectification proceedings;
The following are not considered court-validated marks but might be eligible for inclusion in the Clearinghouse under another type of trademark:

- Registered trademarks;
- Unregistered (including common law) trademarks;
- Court validated marks;
- Other marks that constitutes intellectual property.

Note that, for purposes of sunrise eligibility, a mark must be specifically protected by a statute or treaty currently in effect and that was in effect on or before 26 June 2008.

2.4.2. Information to be provided to the Clearinghouse

The following information has to be provided to the Clearinghouse:

- **Name of the mark** corresponds to the name of the mark protected under statute or treaty;
- **Reference number** corresponds to the serial number of the mark if applicable;
- **Date of protection** corresponds to the date on which protection was granted;
- **Country** corresponds to the country in which the mark was granted protection;
- **Description of goods and services** corresponds to the goods and/or services for which the mark is granted protection;
- **Title of statute or treaty** corresponds to the title of statute or treaty;
- **Jurisdiction** corresponds to a national territory in which the statute or treaty is applicable;
- **Date of execution** corresponds to date that the statute or treaty was in full force and effect;
- **Status of the Trademark Holder** (owner/licensee/assignee) corresponds to the capacity of the Trademark Holder that is submitting the Trademark Record;
- **Organization** corresponds with the name of the Trademark Holder when the Trademark Holder is a company or an organization;
- **Full name** correspond with the name of the Trademark Holder when the Trademark Holder is an individual;
- **Address of the Trademark Holder** corresponds with the full address (i.e. street, city, postal code, country of residence) of the Trademark Holders as recorded with the mark office; and
- **Contact information of the Trademark Holder** corresponds to the phone/fax number of the Trademark Holder.

2.4.3. Documentary evidence

Documentary evidence is generally not required for marks protected by statute or treaty because this information is accessible through official online databases. The Clearinghouse might, however, request Trademark Holders or Trademark Agents to submit documentary evidence in the event that information is missing in order to perform the verification, for example:
Copy of the treaty or statute

A copy of the treaty or statute may be requested if the Clearinghouse is unable to retrieve the treaty or statute as indicated in the Trademark Record.

Copy of the certificate if applicable

In some cases, the treaty or statute refers to protection of marks in general, with certain eligibility requirements and an official authority that has right to certify certain marks that qualify under the statue or treaty. In the event there is no online database, a copy of such certification needs to be provided (e.g., certificate of designation of origin).

In addition to the above, the following documents should be provided when applicable:

Licensee declaration

A licensee declaration must be provided when the Trademark Holder or Trademark Agent has indicated that he/she is a licensee of a trademark. A template can be downloaded from the Website.

Assignee declaration

An assignee declaration should be provided when the Trademark Holder or Trademark Agent has indicated that he/she is an assignee of a mark. A template can be downloaded from the Website.

In the event that one would forget to submit any of the documents upon submission of a mark and the Clearinghouse cannot verify the provided information, the Clearinghouse will request the Trademark Holder or Trademark Agent to provide any of the applicable documents within 20 calendar days after the moment of verification and prior to taking a final determination to accept a Trademark Record. In the event that no documents have been provided, the Trademark Record will not be accepted.

2.4.4. Exceptions

The following will not be accepted by the Clearinghouse, even if protected by statute or treaty:

- Any mark protected under statute or treaty that includes a top level extensions such as “icann.org” or “.icann” as a mark;
- Any mark protected under statute or treaty starting with or containing a “dot” (.) (e.g., the mark “deloitte.” will not be accepted);
- Any mark protected under statute or treaty that does not contain any letters, words, numerals, or DNS-valid characters; and
- Any mark protected under statute or treaty of which the statute or treaty is only applicable to a certain region, city or state.
3. LABELS (DOMAIN NAMES)

3.1. Introduction

The Clearinghouse will support sunrise services and trademark claims services offered by gTLD registries.

Sunrise services include: 1) generating an SMD file allowing Trademark Holders or Trademark Agents to register domain names matching the labels applicable for a Trademark Record and 2) providing Trademark Holders or Trademark Agents with Notification of Registered Names (NORNs) during the Sunrise Period. (NORNs are notifications sent by the Trademark Clearinghouse to Trademark Holders and Trademark Agents during a Sunrise Period or Trademark Claims Period to inform them that a domain name has been registered matching labels included in a Trademark Record.)

Identical labels (domain names) are automatically generated on the basis of the name of the trademark, according to the Matching Rules as established in the gTLD Applicant Guidebook.

3.2. Identical Match

For purposes of the trademark claims and sunrise services, “Identical Match” means that a domain name label is an identical match to the trademark, meaning that the label must consist of the complete and identical textual elements of the trademark in accordance with section 4.2.1 of the Clearinghouse Guidelines.

For example, if the Trademark Holder’s trademark is AB, then the domain name label that is applicable must be AB for it to be deemed an Identical Match. If the Trademark Holder’s Trademark label is èé, than the identical label is èé and not ee.

[In addition, a domain name containing a plural version of the mark is not considered to be an Identical Match.]

3.3. Additions to the Identical Match Rule

When a Trademark contains a special character that cannot be represented in a domain name label, the following rules will apply:

- Special characters contained within a Trademark that are unable to be used in a domain name label may be either: (i) omitted; or (ii) replaced by hyphens.

- In addition, special characters “@” and “&” contained within a Trademark may be spelled out with appropriate words of the official language(s) of the country/jurisdiction in which the mark is protected. However, in accordance with the ICANN IDN Guidelines, labels with mixed scripts will not be generated.
Example
Based on hypothetical mark, possible identical matches in the .test TLD could be as follows:

<table>
<thead>
<tr>
<th>Hypothetical Trademark</th>
<th>Rule</th>
<th>Possible Identical Matches in the .test TLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICANN Example</td>
<td>A</td>
<td>icann-example.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>icannexample.test</td>
</tr>
<tr>
<td>ICANN-Example</td>
<td>A</td>
<td>icann-example.test</td>
</tr>
<tr>
<td>Example&amp;Test (US trademark)</td>
<td>B</td>
<td>exampletest.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>example-test.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>exampleandtest.test</td>
</tr>
<tr>
<td>Example&amp;Test (Canadian trademark)</td>
<td>B</td>
<td>exampletest.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>example-test.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>exampleandtest.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>exampleandtest.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>exampleettest.test</td>
</tr>
<tr>
<td>ICANN_Example</td>
<td>A</td>
<td>icann-example.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>icannexample.test</td>
</tr>
<tr>
<td>ICANN Example</td>
<td>A</td>
<td>icann-example.test</td>
</tr>
<tr>
<td></td>
<td></td>
<td>icannexample.test</td>
</tr>
<tr>
<td>Deloitte トーマツ</td>
<td>A</td>
<td>None</td>
</tr>
</tbody>
</table>

3.4. Technical and syntax requirements

In addition to the identical match rules, every domain name label will be generated according to DNS standards. Internationalized domain name (IDN) labels will be generated according to IDNA standards and the ICANN IDN Implementation Guidelines.
4. VERIFICATION GUIDELINES

4.1. Introduction

Upon submission and payment of a Trademark Record, the Trademark Record and the provided information will be verified in order to determine whether: 1) all provided information is accurate and complete and 2) the Trademark meets the eligibility requirements as established by these Clearinghouse Guidelines.

In the event that it is determined that the Trademark does not meet the eligibility requirements or it cannot be determined that the information provided is accurate or complete, the Trademark Holder or Trademark Agent, as applicable, will be notified and will be requested to correct the Trademark Record or provide additional documentary evidence.

The following section provides Trademark Holders and Trademark Agents with Clearinghouse Guidelines as to how it is determined that a Trademark Record contains accurate data and meets the requirements of these Clearinghouse Guidelines.

4.2. Applicable to all type of marks

4.2.1. Verification of the name of the mark

In order to determine whether the recorded name of the Trademark is identical to the reported name of the Trademark, Deloitte will apply the following rules:

1. **For a Trademark exclusively consisting of letters, words, numerals and/or special characters:**
   The recorded name of the mark is an identical match to the reported name as long as all characters are included in the Trademark Record provided to the Clearinghouse, and in the same order in which they appear on the Trademark certificate.

   In the event that there is any doubt about the order in which they appear, the description provided by the trademark office will prevail. In the event no description is provided, such Trademarks will be allocated to a Deloitte internal team with thorough knowledge of both national and regional trademark law who will conduct independent research on how the Trademark is used, e.g., check website, or alternatively request that the Trademark Holder provide additional documentary evidence on how the Trademark is used.
Example:

<table>
<thead>
<tr>
<th>DealSafe – OHIM</th>
<th>DealSafe – US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade mark name :</td>
<td>DealSafe</td>
</tr>
<tr>
<td>Trade mark No :</td>
<td>005744313</td>
</tr>
<tr>
<td>Trade mark basis:</td>
<td>CTM</td>
</tr>
<tr>
<td>Date of receipt :</td>
<td>26/02/2007</td>
</tr>
<tr>
<td>Number of results:</td>
<td>18 of 49</td>
</tr>
</tbody>
</table>

Trademark

Filing date: 26/02/2007
Date of registration: 19/02/2008
Expiry Date: 26/02/2017
Nice Classification: 35, 36
(† Nice classification)
Trade mark: Individual
Type of mark: Figurative
Vienna Classification: 275.1, 29.1.4
(† Vienna Classification)

Based on the above trademark, the recorded name of the mark is DealSafe. In no event would the Clearinghouse accept “DEAL”, “SAFE” or “SafeDeal” based on the reported name of the trademark.

Example:

For the above trademark the recorded name of the mark must be recorded as トーマツ.
2. For a Marks that does not exclusively consist of letters, words, numerals, special characters

The recorded name of the Trademark is an identical match to the reported name as long as the name of the Trademark includes letters, words, numerals, keyboard signs, and punctuation marks (“Characters”) that are:

- predominant; and
- clearly separable or distinguishable from the device element; and
- all predominant characters are included in the Trademark Record submitted to the Clearinghouse in the same order they appear in the mark.

In the event that there is any doubt about the order in which the characters appear, the description provided by the Trademark office will prevail. In the event no description is provided, such Trademarks will be allocated to a Deloitte internal team of specialists with thorough knowledge of both national and regional trademark law who will conduct independent research on how the Trademark is used, e.g. check website, or they may request that the Trademark Holder or Trademark Agent provide additional documentary evidence on how the Trademark is used.

Examples:

In the first case, the recorded name of the Trademark must be “ICANN Accredited Registrar” (including spaces).

In the second example, the reported name of the Trademark must be “ICANN”.

4.2.2. Verification of the organization or full name and the address of the Trademark Holder

The Trademark Holder or Trademark Agent should fill in the name of the Trademark Holder of the mark and such holder’s address as reflected on the extract, certificate, or document on which the protection is based (e.g. the trademark certificate, court order, etc.). The address of the Trademark Holder should contain the street name, the postal code, the city and the country, as well as any other applicable identifying information as requested.
Example

In the excerpt below, one can see highlighted in green the name of the Trademark Holder as well as their address. The Trademark Holder or Trademark Agent should thus insert in the Clearinghouse as name of the Trademark Holder <DELOITTE TOUCHE TOHMATSU> and as address the street name <Schutzengasse 1>, as postal code <8001>, as city <Zurich> and as country <Switzerland>.
4.3. Applicable to registered trademarks

4.3.1. Registration date

The field <registration date> should contain the date on which the registered trademark was registered for the first time by the relevant trademark office.

Example

In the excerpt below, the registration date (highlighted in green) should be inserted in the field <registration date>. The format accepted for the registration date is YYYY-MM-DD, and therefore inserted in the field <registration date> <2004-02-12>.

![Registration Date Example](image)

4.3.2. Jurisdiction

The <Jurisdiction> field should contain the country, region and/or locality wherein the registered trademark has been protected.

If a regional trademark, such as a Community trademark, a trademark registered at the Benelux Office for Intellectual Property Law, the African Regional Intellectual Property Organization, or the African Intellectual Property Organization is the basis for the submission, then the user must select the relevant regional jurisdiction rather than the name of a member state.
A trademark registered at the World Intellectual Property Organization (WIPO) can be submitted for inclusion in the Clearinghouse. This will only be accepted if the trademark is valid in all the countries designated in the registration of such trademark.

Example
The example below is an International Trademark registered at the WIPO. When submitting this trademark to the Clearinghouse, one would select as <jurisdiction> <WIPO> in the dropdown list and not one of the member states for which the protection was requested.

![Trademark Registration Example](image-url)
4.3.3. Description of the goods and services

When selecting the field <description of goods and service class>, users will be provided with various fields. Each field corresponds to a class ranging from 1 to 45. These classes correspond to the Nice Classification system, and each class is associated with a brief description. The user will select the box(es) corresponding to the classes for which the corresponding trademark is registered. The selected classes must correspond with the classes as provided on the trademark certificate.

If the trademark certificate does not contain a reference to the Nice Classification, the Trademark Holder or Trademark Agent will select the box <not applicable>.

Example
In the example below one can see highlighted in green the description of the classes and the numbers of the Nice classes for which the trademark were registered at the OHIM. As a result, one would select the corresponding classes, namely class 9, 35, 36, 42, and 45.
4.3.4. **Detailed description of goods and services**

The Trademark Holder or Trademark Agent will be able to add in the field <detailed description of goods and services> additional information about the goods and services for which the trademark has been registered. The information added should always **exactly correspond to the information stated in the applicable trademark certificate**.

**Example**

In the example below one can see highlighted the description of the classes of goods and services for which this trademark was registered at the Canadian Intellectual Property Office. The Trademark Holder or Trademark Agent should thus insert in the field <detailed description of the goods and services> the following information:

**WARES:** (i) Computer software for use in performing business administration, human resources, financial management, book keeping, auditing, accounting, tax analysis, and database management functions and the facilitation of project planning for the design, development, implementation and maintenance of computer and information systems.

**SERVICES:** (i) Business management; business administration; office functions, namely, book keeping services; litigation support services, namely, investigative audits and financial analyses; accounting services; auditing services; tax preparation; compliance and consultation services, namely, tax compliance and consultation services, business and government management consulting services; consulting services in the field of computer based information systems for businesses; consulting services in the field of identification, prioritization, analyses, design, development and implementation of computer-based information systems for insurance and other financial service business and other industries; technical consulting and assistance with computer-based information systems and components thereof; computer consulting and assurance services relating to the development of security systems and contingency planning for information systems; insurance services and insurance advisory services; financial planning, consulting and management services; actuarial services; financial research services in the fields of benefits, business interruption and loss determination; financing services; real estate investment services; design and development of computer hardware and software; legal services.
4.3.5. Status of the Trademark Holder

1. Owner

In case the name of the organization in the record is identical to the name of the Trademark Holder of the trademark, as reflected on the extract or certificate of the trademark office or field, <owner> should be selected. If there is no identical match, the user should attribute any of the other values as indicated below.

Example
In the example below, the name of the <owner> will be Deloitte Touche Tohmatsu.

2. Licensee

If the Trademark Holder is not the owner of the registered trademark, but is a licensee of such a trademark, it will be verified whether such license has been recorded by the trademark office. If this is not the case, the Trademark Holder or Trademark Agent must submit a duly completed and executed license declaration, and Deloitte will verify that the licensor is indeed the reported owner and the licensee is indeed the Trademark Holder.
### 3. Assignee

If the Trademark Holder is not the owner of the registered trademark, but is an assignee of such registered trademark, it will be verified whether such assignment has been recorded by the trademark office. If this is not the case, the Trademark Holder or Trademark Agent must submit a duly completed and executed assignee declaration, and it will be verified that the assignor is indeed the reported owner and the assignee is indeed the Trademark Holder as reported in the trademark record.

#### 4.3.6. Application number (field not mandatory)

The field `<application number>` should contain the application number of the current registration of the trademark.

**Example**

In the excerpt below, one can see highlighted in green the application number which should be inserted in the field `<application number>`. The Trademark Holder or Trademark Agent should therefore insert in the field `<application number>` `<1204489>`.

---

**CANADIAN TRADE-MARK DATA**

- Search Page

*** Note Data on trade-marks is shown in the official language in which it was submitted.

The database was last updated on: 2013-01-29

**APPLICATION NUMBER:** 1204489

**STATUS:**
- FILED: 
- FORMALIZED: 
- ADVERTISED: 
- REGISTERED:

**REGISTRANT:**
DeLoitte Touche Tohmatsu, Schützenstrasse 1, 8001 Zürich, SWITZERLAND

**REPRESENTATIVE FOR SERVICE:**
SCOTIA PLAZA
40 KING STREET WEST
40TH FLOOR
TORONTO
ONTARIO M5H 3Y2

**TRADE-MARK:**
DELOITTE

---

### 4.3.7. Proof of use

If the Trademark Holder of the registered trademark opts for sunrise services, the proof of use submitted by the Trademark Holder or Trademark Agent will be verified. When examining the sample of proof of use submitted by the Trademark Holder or Trademark Agent, it will be verified that the sample submitted is a sample that evidences an effort on behalf of the trademark...
holder to communicate to a consumer so that the consumer can distinguish the product or services of one from those of another.

Accordingly, examples of acceptable evidence would include items from either of the following categories:

1. Labels, tags, or containers from a product.
2. Advertising and marketing materials (including brochures, pamphlets, catalogues, product manuals, displays or signage, press releases, screen shots, or social media marketing materials).

4.3.8. Application date (field not mandatory)

The field <application date> should contain the date on which the trademark was first applied for at the corresponding trademark office.

Example

In the excerpt below, one can see highlighted in green the date on which the trademark was first filed at the USPTO and which should be inserted in the field <application date>. The format accepted for the registration date is YYYY-MM-DD and the Trademark Holder or Trademark Agent should therefore insert in the field <application date> <2004-02-12>.
4.3.9. **Expiration date (not mandatory)**

The Trademark Holder or Trademark Agent should insert in the field `<expiration date>` the date on which the corresponding trademark registration will expire.

**Example**

In the excerpt below, one can see highlighted in green the registration number which should be inserted in the field `<expiration date>`. The format accepted for the expiration date is YYYY-MM-DD and the Trademark Holder or Trademark Agent should therefore insert in the field `<expiration date>` <2013-12-24>.

![Certified copy of the Registration Certificate](image)

<table>
<thead>
<tr>
<th>Trade mark No:</th>
<th>002594726</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade mark basis:</td>
<td>CTM</td>
</tr>
<tr>
<td>Date of receipt:</td>
<td>24/12/2003</td>
</tr>
<tr>
<td>Number of results:</td>
<td>2 of 5</td>
</tr>
<tr>
<td>Request an inspection</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Trade mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filing date:</td>
</tr>
<tr>
<td>Expire Date:</td>
</tr>
<tr>
<td>Nice Classification:</td>
</tr>
<tr>
<td>Type of mark:</td>
</tr>
<tr>
<td>Acquired distinctiveness:</td>
</tr>
<tr>
<td>Applicant’s reference:</td>
</tr>
<tr>
<td>Status of trade mark:</td>
</tr>
<tr>
<td>Filing language:</td>
</tr>
<tr>
<td>Second language:</td>
</tr>
</tbody>
</table>

4.4. **Applicable to Court-Validated Marks**

4.4.1. **Reference number**

In the field `<reference number>`, the Trademark Holder or Trademark Agent should insert the reference number of the court order corresponding to the claim of the mark protection.

4.4.2. **Date of protection**

In the field `<date of protection>`, the Trademark Holder or Trademark Agent should insert the date on which the decision protecting the corresponding mark was rendered. The date should be in YYYY-MM-DD format.

4.4.3. **Country**

In the `<country>` field, the Trademark Holder or Trademark Agent should choose in the drop down list of countries the country in which the court which has recognized the corresponding mark is located.
4.4.4. Description of goods and services

In the field <description of goods and services>, the Trademark Holder or Trademark Agent should insert a description of the goods and services as described by the court which has recognized the corresponding mark.

4.4.5. Court name

In the field <court name>, the Trademark Holder or Trademark Agent must state the name of the court which has recognized the corresponding mark.

4.4.6. Court order

In this field the Trademark Holder or Trademark Agent must upload a certified copy of the court order on which the corresponding mark is based. The upload of the court order is mandatory. The attachment must be provided in a humanly readable PDF or JPEG format. Its size cannot exceed one (1) MB.

4.4.7. Status of the Trademark Holder

1. Owner

If the organization listed as the rights holder for the record is identical to the name of the Trademark Holder of the mark, as reflected in the court order, the field, <owner> should be selected. If there is no identical match, the user should attribute any of the other values as indicated below.

2. Licensee

If the Trademark Holder is not the owner of the court validated mark, but is a licensee of such a mark, the Trademark Holder or Trademark Agent must submit a duly completed and executed license declaration, and it will be verified that the licensor is indeed the reported owner and the licensee is indeed the recorded owner Trademark Holder.

3. Assignee

If the Trademark Holder is not the owner of the court validated mark, but is an assignee of such a mark, the Trademark Holder or Trademark Agent must submit a duly completed and executed assignee declaration, and it will be verified that the assignor is indeed the reported owner and the assignee is indeed the Clearinghouse recorded Trademark Holder.

4.5. Applicable to Marks protected under statute or treaty

4.5.1. Reference number

In the field <reference number>, the Trademark Holder or Trademark Agent should insert the reference number of the mark protected by statute.
Example

In the example below, one can see highlighted in green the reference number as it is stated in the statute recognizing the protection to the geographical indication. The Trademark Holder or Trademark Agent will thus insert in the field <reference number> the following reference number <00050863>.

4.5.2. Date of protection

The field <date of protection> should contain the date on which the mark was protected by statute of treaty was registered.

Example

In the example below, one can see highlighted in green the date of protection as it is stated in statute recognizing the protection to the geographical indication. The Trademark Holder or Trademark Agent will thus have to insert in the field <date of protection> the following date <20121211>.
4.5.3. **Country**

The field `<country>` should contain the country wherein the mark has been registered.

*Example*

In the example below, the geographical indication is registered for United Kingdom. The Trademark Holder or Trademark Agent would thus select the `<United Kingdom>` in the `<country>` field and not one of the member states.
4.5.4. **Description of goods and services**

In the field `<description of goods and services>`, the Trademark Holder or Trademark Agent should insert a description of the goods and services as described in the statute recognizing the corresponding mark.

---

**Example**

*In the example below, one can see highlighted in green the description as it is protected in statute recognizing the protection of the geographical indication in question. The Trademark Holder or Trademark Agent will thus have to insert the following description in the field `<description of goods and services>`:*

Scottish Wild Salmon is the name given to the pelagic fish of the species Salmo Salar which are caught at in-river fisheries and coastal fisheries throughout Scotland and up to 1,500 meters off the Scottish Coast. Fresh Scottish Wild Salmon are bright silver, with a dark blue back and firm, with scales intact. The flesh is firm and deep pink. They have a very fresh fish smell and are in excellent condition throughout the season when they are moist and full of taste. Scottish Wild Salmon is distinguishable from other Salmon types as it has perfect markings, no distortion to its tail, fins or head and has good muscle tone and is firm in texture as a result of the distance travelled by the fish. Scottish Wild Salmon is free from artificial coloring or chemicals. There is no specific size range as it is a wild product and growth will be affected by the varying conditions. However, wild Scottish salmon would normally be 1.5 kg and above and can grow up to 20 kg. The fish are silver on the outside and have deep pink firm flesh on the inside. They are sold fresh, whole, and boxed in ice.*

---

**COUNCIL REGULATION (EC) No 510/2006**

**‘SCOTTISH WILD SALMON’**

**EC No: UK-PGI-0005-0863-07.03.2011**

**PGI (X) PDO ()**

1. **Name:**
   
   ‘Scottish Wild Salmon’

2. **Member State or third country:**
   
   United Kingdom

3. **Description of the agricultural product or foodstuff:**

   3.1. **Type of product:**

   Class 1.7 — Fresh fish, molluscs and crustaceans and fish-based products

   3.2. **Description of product to which the name in (1) applies:**

   Scottish Wild Salmon is the name given to the pelagic fish of the species Salmo Salar which are caught at in-river fisheries and coastal fisheries throughout Scotland and up to 1,500 metres off the Scottish Coast.

   Fresh Scottish Wild Salmon are bright silver, with a dark blue back and firm, with scales intact. The flesh is firm and deep pink. They have a very fresh fish smell and are in excellent condition throughout the season when they are moist and full of taste. Scottish Wild Salmon is distinguishable from other Salmon types as it has perfect markings, no distortion to its tail, fins or head and has good muscle tone and is firm in texture as a result of the distance travelled by the fish. Scottish Wild Salmon is free from artificial colouring or chemicals.

   There is no specific size range as it is a wild product and growth will be affected by the varying conditions. However, wild Scottish salmon would normally be 1.5 kg and above and can grow up to 20 kg. The fish are silver on the outside and have deep pink firm flesh on the inside. They are sold fresh, whole, and boxed in ice.

   3.3. **Raw materials (for processed products only):**

   Not applicable.
4.5.5. Title of the statute/treaty

The field <title of the statute/treaty> should contain the reference to the statute or treaty on which the protection of the mark is based.

Example

In the example below, one can see highlighted in green the title of the statute on which the protection of the geographical indication is based.

4.5.6. Jurisdiction

The field <jurisdiction> should contain the national territory in which the statute or treaty is applicable.

Example

In the example below, one can see highlighted in green that the treaty is protected in the European Union. The Trademark Holder or Trademark Agent should thus choose any country of the European Union.
4.5.7. Date of execution

The field <date of execution> should contain the date on which the statute or the treaty on which the mark protected by the statute or treaty is based came into force.

Example

In the example below, one can see highlighted in green the publication date on the basis of which the date of execution of the statute on which the protection of the geographical indication is based should be calculated and in yellow the delay to add to the publication to calculate the date of protection. The date of publication is the 04.04.2012 and the entry into force of the statute occurs on the twentieth day following the date of publication. The date to be inserted in the field <date of protection> should thus be the <20120424>.

4.5.8. Status of the Trademark Holder

1. Owner

If the organization listed as the rights holder for the record is identical to the name of the Trademark Holder of the mark protected under statute or treaty, as reflected in the statute or treaty, the field <owner> should be selected. If there is no identical match, the user should attribute any of the other values as indicated below.
2. **Licensee**

If the Trademark Holder is not the owner of the mark protected under statute or treaty, but is a licensee of such a mark, the Trademark Holder or Trademark Agent must submit a duly completed and executed license declaration, and Deloitte will verify that the licensor is indeed the reported owner and the licensee is indeed the recorded Trademark Holder.

3. **Assignee**

If the Trademark Holder is not the owner of the mark protected under statute or treaty, but is an assignee of such a mark, the Trademark Holder or Trademark Agent must submit a duly completed and executed assignee declaration, and Deloitte will verify that the assignor is indeed the reported owner and the assignee is indeed the Trademark Holder of the recorded mark protected under statute or treaty.