



Anchovy[®]: global online brand management and protection

WHAT DOES THE LOVELLS DOMAIN NAME TEAM DO?

It protects brands on the Internet.

ONLINE BRAND REGISTRATION

Using a state of the art online branding interface named Anchovy, designed and developed entirely in-house by Lovells, our clients can apply for domain names in all available jurisdictions and receive assistance from Lovells in meeting the varying pre-registration requirements, e.g. trade mark registrations, company formation, local contacts, etc. Clients and designated lawyers from any of Lovells' 26 offices worldwide can view the status of the clients' portfolio at any time of the day.

ONLINE BRAND RECUPERATION

Clients frequently discover that a third party has already registered a particular brand or variation thereof as a domain name, perhaps to profit from the name, impede the client's development in a particular market, or cause harm to the goodwill associated with the brand. The Domain Name Practice is able to provide a complete domain name protection service including investigations and recovery of domain names, whether by negotiation, the use of the applicable dispute resolution policy (DRP) or litigation.

ONLINE BRAND MANAGEMENT

With over 900 ICANN domain name registrars, approximately 250 countries allowing country code top level domain name registrations, and over 146 million domain names registered worldwide, effective management is key to maintaining clients' online brands. The Domain Name Practice uses an in-house custom built database within Anchovy to ensure that all domain name renewals are made on time, and paid in the correct currencies.

Subsequent to domain name recuperation work, whether through negotiation, litigation or the relevant DRP, we handle domain name transfers for our clients, taking care of all the necessary paperwork and technical issues relating to the re-delegation of domain name servers. The Domain Name Practice can further host domain names on Lovells' dedicated servers and arrange for these to be pointed at other websites or for e-mail records to be set up.

The Domain Name Practice also provides a comprehensive worldwide watching service known as 'Name Tracker'. This alerts clients to potential infringements of their brands on the Internet.

The Practice also advises and works closely with clients on their global name strategy, including advising on the new top level domains as they are launched (for example .eu, .mobi, .asia).

Fig. 1 - Specimen online domain name application

Registration Request

Step 1 Enter the domain name(s) you wish to register

Domain Name(s): Add

Domain Name(s) Requested: lovells Edit Delete

Step 2 Select the country group or domain name extensions you wish to register in. Alternatively click CREATE NEW to define your own specific country group which will be saved for use in the future.

Country Group: All Create New Edit List

Country	Extension	Lovells Fee(€)	NIC Fee(€)*	Reg. Term	Total (€)
Afghanistan	.AF	400.00	300.00	12	700.00
Afghanistan	.COM.AF	400.00	150.00	12	550.00
Afghanistan	.NET.AF	400.00	150.00	12	550.00
Afghanistan	.ORG.AF	400.00	150.00	12	550.00
Albania	.COM.AL	560.00	150.00	24	710.00
Albania	.NET.AL	560.00	150.00	12	710.00
Albania	.ORG.AL	560.00	150.00	12	710.00
Algeria	.COM.DZ	560.00	15.00	12	575.00

Subtotal: € 329,362.00
Number of Domains: 593 domain

Clients can apply for domain names in all available jurisdictions.

Fig. 2 - Anchovy portfolio map viewer

Portfolio Viewer

anchovy - Europe

Key: Registered
 Applied for
 Taken
 Available
 No Client Information


Domain: anchovy
Map: Europe

View Statuses:

Poland Domain	Status	Registered Date	Renewal Date
anchovy.com.pl	Registered	05/10/2005	05/10/2008
anchovy.pl	Registered	05/10/2005	05/10/2008

Clients can review the progress of registrations at any time via our standard text status reports viewer or via a specially designed map viewer which colour codes the countries worldwide according to the status of the relevant domain names, for example Registered, Applied for, Taken etc.

Fig. 3 - Anchovy registrant search template



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Recuperation

Domain Name Registrant Search

If you wish us to search for other domain names that a particular entity or individual owns, then please complete the form below. If you have any additional information or any questions, please do not hesitate to [Contact Us](#) with the details

Search String:

Name of Client:

Client Contact:

Address Line 1:

Address Line 2:

City:

Post Code:

Phone Number:

Fax Number:

Email Address:


1. Please, if you know them, provide us with the name and contact details of the Registrant to be searched.

2. Please list any domain names that you are aware of, that are owned by the Registrant listed in 1 above.

3. Please provide us with any special instructions.

Through the Anchovy extranet facility, clients can complete an online domain name registrant search template designed to provide the information necessary for Lovells to commence the investigation process.

Fig. 4 - Anchovy online UDRP summary section



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Recuperation

Instruction Details

Instruction No: 126

Status: Ongoing

Date Of Instruction: 06 December 2007

Summary: The domain name anchovy.fr is registered to a third party who has chosen to have their details hidden in the WHOIS. Lovells LLP have been instructed to recuperate this domain name.

Domain Name(s)

Domain Names	Status
anchovy.fr	Ongoing

Instruction History

Date	Summary
21 January 2008	Filing PARL complaint with WIPO. Decision expected in 60 days time (24 March 2008).
17 January 2008	Discussing draft PARL complaint with Anchovy LLP and receiving confirmation that we may file the complaint.
15 January 2008	Registrant has failed to respond to our cease and desist letter within the specified time line. Commencing drafting complaint under PARL.
31 December 2007	Confirmation from Anchovy LLP that they are in agreement with the cease and desist letter. Sending this to the registrant of the domain name, setting out time frame of two weeks for registrant to respond and agree to transfer the domain name.
27 December 2007	Confirmation received of registrants identity. Drafting cease and desist letter to be sent to registrant. Agreeing this with client.
19 December 2007	No response received from the admin contact of the domain name. Applying to AFNIC outlining the intellectual property rights of Anchovy LLP in the term ANCHOVY in order to have the registrant identity revealed to us in order to start recuperation proceedings.
10 December 2007	Sending communication to admin contact of the domain name via AFNIC website informing them of Anchovy LLP intellectual property rights in ANCHOVY
07 December 2007	Searching CTM database and identifying trade mark registration for ANCHOVY registered to Anchovy LLP. Confirming with the client that we intend to use CTM as evidence of Anchovy LLP's IPR.
06 December 2007	Instruction received from our contact at Anchovy LLP regarding the recuperation of the domain name anchovy.fr

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Upon instructing Lovells to recuperate a domain name, for example via UDRP procedure, clients can access via Anchovy all documents relating to their dispute, including pleadings, responses, procedural communications and decisions.

CONTACTS

The Domain Name Practice is centred in Paris, but works in close liaison with all other Lovells offices. For further information on our services or if you wish to receive our brochure 'Anchovy - global online brand management and protection' or our newsletter 'Anchovy - Domain name news from Lovells', please contact David Taylor or the person with whom you usually deal.

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