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Rightside® Launches DPML Upgrade for Enhanced Domain Brand Protection

Updated Domain Protected Marks List (DPML) protects all 40 of Rightside's new TLDs with enhanced flexibility to activate marketing campaigns

KIRKLAND, Wash., April 17, 2017 (GLOBE NEWSWIRE) -- As trademark lawyers face tough challenges in protecting their client's brand with ever-expanding Internet domain name options, Rightside Group, Ltd. (Nasdaq:NAME), today launched an upgrade of its Domain Protected Marks List (DPML) product (www.dpml.rocks). The upgrade radically expands DPML's flexibility, giving trademark owners and their agents more tools to protect their valuable brand on the internet, while also empowering marketing teams and brand managers to activate specific domains for future marketing campaigns. DPML provides protection across all 40 of Rightside's top-level domains (TLDs), which include the best TLDs for brands in the industry such as .NEWS, .SOCIAL, .LIVE, and .SALE, to name a few.

"Lawyers for some of the world's best known brands have had their work cut out for them protecting their trademarks from cybersquatters and other nefarious individuals," said Statton Hammock, vice-president, business and legal affairs at Rightside. "By expanding the best-in-class brand protection we offer across all of our TLDs, protecting their brands effectively will be easier than ever before."

All trademark owners have some ability to protect their brands in the Sunrise period of every new TLD, however, those protections only cover their specific marks, and may not prevent the misappropriation of their brands in the long run. The expanded protection of Rightside's DPML now protects up to ten additional terms that may be confusingly similar to the brand-owners' trademarks, thwarting a tactic favored by domain name squatters. With 10 phrases and the trademark itself covered on all 40 Rightside TLDs, every DPML subscription covers as many as 440 unique domain names up to 10 years at a time.

The DPML upgrade gives brands the protection they need, and now also facilitates marketers to *enhance* the brand by allowing domains protected by the list to be activated without an additional fee. When a brand wishes to introduce a new product or service, a protected domain can be activated and used for a website, redirect address, Branded Short Link, or any other marketing need as it arises, for instance, a philanthropic campaign built around *YourBrand.GIVES*.

Hammock continued, "We've always believed that there is more value in a domain name when it's being used. This new feature of our DPML product makes it easy to switch a domain from just protecting the brand, to truly adding value to it."

The upgraded DPML is currently available through Rightside's channel of corporate registrar partners, and is open to brands with marks recognized by ICANN's [Trademark Clearinghouse](#).

About Rightside

Rightside inspires and delivers new possibilities for consumers and businesses to define and present themselves online. The company, with its affiliates, is a leading provider of domain name services, offering one of the industry's most comprehensive platforms for the discovery, registration, usage and monetization of domain names. In addition to being a new gTLD registry operator, Rightside is home to one of the most admired registrar brands in the industry, [Name.com](#). Headquartered in Kirkland, WA, Rightside has offices in North America and Europe. For more information please visit www.rightside.co.

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