

# Domains and Trademarks

- Practical examples of all you need to know!



# Agenda

- ✓ Welcome – Introduction of panelists and today's topic
- ✓ Introduction to AWA | Dotkeeper
- ✓ All You Need To Know About Domain Names And Trademarks
- ✓ Q&A
- ✓ Checklist

# Panelists



## Pernilla Brocker

### Business Development Manager

Pernilla is a Business Development Manager. Her passion is to help and develop companies with their digital and legal IP-issues. Pernilla has worked with online brand protection for the past six years, helping large companies get a handle on their digital assets. Outside work Pernilla likes to play handball and to spend a lot of time with friends and family



## Isaac Keren

### Trademark & Digital Brand Attorney and Head of Legal at AWA West

After 20 years in the domain and trademark industry, Isaac has accumulated many years of experience and knowledge in both fields. He mainly specializes in Domain Name Disputes, Internet Fraud Prevention, Domain Name Consultancy, Domain Name Management, IP and Trademark Consultancy and Trademark Prosecution.



## Cathrin Johansson

### Head of AWA Innovation

Cathrin leads AWA Innovation, a business unit focused on developing the market in close collaboration with clients, investors, R&D people and IP consultants. She has an extensive background with business development and value creation from working with over 160 start-ups. Cathrin has been instrumental in designing and launching PatAlert – a tool to help start-ups learn about active players and new inventions in their field of technology.

AWA is a leading intellectual property consultancy firm with over 300 employees across Europe and Asia. No matter the size or industry, we help our clients create business out of their ideas and innovations.

Since 2018, the leading domain name expert Dotkeeper has been part of the AWA Group. A domain name provider that offers customer-oriented and strategic domain name services.

Our combined offering provides a full-service solution for trademarks, domain names and digital IP. Our clients have access to strategists, practitioners, lawyers and business advisors all in one place.



## ONE-STOP-SHOP

We handle all aspects of  
IP rights and digital  
assets



## OUTSTANDING IP EXPERTISE

AWA has been in the  
business for over 120  
years. Dotkeeper was  
founded in the digital  
era and has grown  
rapidly



## LOCAL AND GLOBAL

IP today is international  
– our presence in  
Europe and Asia allows  
us to be as close to our  
customers as possible

# Domain Names and Trademarks

- ✓ About domain names and trademarks
- ✓ Synergies with having a combined domain name and trademark management
- ✓ Practical examples of how it works in real life
- ✓ Registration processes and protection online



# Checklist – Domain Names and Trademarks

- ✓ **Protect both domain and trademark registrations on your brands existing markets and the ones you want to grow within a 3-5-year period.**
  - Ensure that trademarks, domain names & relevant Social Media accounts are evaluated, registered and followed up in a joint process.
- ✓ **Monitor both trademark applications and domain registrations.**
  - Traditional trademark monitoring in combination with domain name monitoring is a cost-effective method of getting a feel for how vulnerable the brand is online
- ✓ **Implement a strategy for infringements**
  - How and when should we act in the event of infringements situations.
- ✓ **Develop clear guidelines for processes when new brands are created or discontinued.**



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