

VLP Law Group Presents a Free Webinar: A Three Step Plan to Protect Your Domain from Cybersquatters After GDPR Narrows WHOIS to WHO

On March 29, 2018, VLP Law Group LLP presented a free webinar titled, "A Three Step Plan to Protect Your Domain from Cybersquatters After GDPR Narrows WHOIS to WHO."

Online infringement and product counterfeiting through cybersquatter websites is rampant, with 1 in 10 goods sold online being counterfeit. If you are like most brand owners, you are tired of having customers deceived and your reputation damaged by imposter websites cloning your brand. You are also tired of whack-a-mole efforts wasting limited resources to chase and thwart cybersquatters. To make things worse, beginning May 25, 2018, the European Union's General Data Protection Regulation (GDPR) promises not only to heavily enforce privacy protection through hefty fines (up to €20 Million or 4% of a company's global turnover) but also mask cybersquatter identities.

The GDPR's reach is expected to extend to contact data submitted by individuals and businesses registering domain names, compiled in the online database still generally known as WHOIS lookup. GDPR limits on WHOIS data disclosure creates the potential for an 18 month "blackout" period where much of the data needed to track down cybersquatters will be cloaked in secrecy and their true identity available only to law enforcement agencies or through subpoena in a distant court.

Final details are still being debated between the Internet Corporation for Assigned Names and Numbers (ICANN), its counsel, and the European Union enforcement agencies. One thing is certain, the coming transition will only encourage cybersquatters and expand Brand owners' already growing exposure to phishing, spoofing and infringement.

Scott Austin, a 33 year veteran trademark and internet lawyer, and Uniform Domain-Name Dispute Resolution Policy panelist, presented a three step program to show you how to improve your efforts to track and defeat cybersquatters during this coming storm of brand infringement, including how to select low risk marks, recognize the most dangerous TLDs and better protect your internet reputation.

Click here to view a recording of the webinar.