

Domain Names and Internet Infringement

A company's online reputation, appearance and credibility are increasingly intertwined with broader business strategies and ultimately support its bottom line. Therefore, actively protecting and enforcing online intellectual property rights is essential for companies wishing to encourage and safeguard their continued commercial success.

Domain name issues

The firm has broad experience obtaining domain name registrations and conducting opposition proceedings for country code top-level domain names (ccTLD). We regularly develop filing strategies and perform domain name availability searches, obtaining registrations under all generic top-level domain names (gTLD) and ccTLD domain names for our clients.

We actively manage all aspects of domain name portfolios, including handling all administrative issues with the Turkish authorities, such as renewals and assignments. To avoid unnecessary disputes and costs for our clients, we combine offensive and defensive domain name registration strategies for our clients to protect their rights across around the world.

We have experience representing clients during domain name dispute resolution procedures with authorities such as the Internet Corporation for Assigned Names and Numbers (ICANN) and regarding requirements under the Uniform Domain-Name Dispute-Resolution Policy. We also advise and represent clients in court actions regarding domain name infringement, including lawsuits seeking to cancel domain names.

Online infringement

Moroğlu Arseven is particularly strong in dealing with online intellectual property infringement, squatting, trolls and cleaning up counterfeit goods from online marketplaces. Dealing with these issues often involves leveraging and enforcing trademark rights.

We regularly negotiate with online infringers and cybersquatters to remove infringing material or prevent further activities which could harm our clients' online reputations. In this context, we often send take-down notices or cease and desist letters, as well as register complaints with search engines about improper use of keywords and search terms.

Related Practices

- [IP Litigation](#)
- [Trademarks](#)
- [Unfair Trade Practices](#)
- [IP Portfolio Management](#)
- [IP Licensing](#)