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National Arbitration Forum Launches Dispute Program for .XXX Domain Names

Online Process Is Fast and Easy to Resolve Complaints over New Domains

MINNEAPOLIS, December 5, 2011 – <http://domains.adrforum.com> – The National Arbitration Forum (FORUM), an international provider of dispute resolution services, today announced that it has launched the Rapid Evaluation Service (“RES”) on behalf of [ICM Registry](#), operator of the new .XXX sponsored top level domain (sTLD). Like the Uniform Domain Name Dispute Resolution Policy (“UDRP”), the RES is designed to protect trademarks from online infringement. The RES provided by the FORUM allows performers and entertainers an avenue of relief when real or stage names are misappropriated.

ICM Registry has strict eligibility requirements for owning a .XXX domain name and was established for businesses and persons participating in the adult entertainment industry. ICM Registry began accepting applications for domain names during sunrise periods in early September and will be available for general registration on December 6, 2011.

“When ICM Registry approached us and asked us to provide this service, we knew our technological capabilities and experience in domain name dispute resolution would be a good fit,” said Kristine Dorrain, National Arbitration Forum’s Director of Internet and IP Services. “The result is a streamlined process for the RES, both structurally and technologically. Users are going to like the intuitive features.”

The FORUM has been a UDRP provider for twelve years and has handled more than 17,000 domain name disputes. The FORUM consistently develops technological enhancements that make online filing more efficient, including secure portals for panelists and evaluators to access cases and for parties to access case documents, upload documents, and pay fees.

The FORUM’s paperless case management system permits complainants and respondents to file submissions, upload evidence, request stays, withdrawals, and extensions, and receive decisions in real time. The RES allows respondents who may have missed its quick deadlines to file a late response, even if the final determination has been made.

The FORUM also is handling Charter Eligibility Dispute Resolution Policy (“CEDRP”) cases for ICM Registry for web users who want to challenge the eligibility of a .XXX domain name owner.

ICM’s RES and CEDRP disputes are heard and decided by Evaluators who are lawyers with significant trademark experience. Proceedings take place in English and are entirely document-based. The RES is designed to result in a take down of an infringing domain name in as little as two business days, in appropriate circumstances.

To file a claim see <http://domains.adrforum.com>.

The FORUM is available for consultation and can provide customized dispute resolution policies, like the RES or CEDRP, for startup gTLD registries. Please contact [Director of Internet and IP Services, Kristine Dorrain](#), for more information.

About the National Arbitration Forum (FORUM)

Based in Minneapolis, Minnesota, United States, the National Arbitration Forum is an approved provider of the Uniform Dispute Resolution Policy ([UDRP](#)) by the Internet Corporation of Assigned Names and Numbers (ICANN). Since 1999, more than 17,000 domain name disputes worldwide have been filed through the National Arbitration Forum's state-of-the-art case management system. For more information, visit <http://domains.adrforum.com>.