

Katten IP Advisory Cited in *World Trademark Review* Article

March 31, 2015

A recent Katten Intellectual Property advisory titled, "What To Do About the .SUCKS New gTLD," was highlighted in a *World Trademark Review* article on defensive registrations. The sunrise period for ".SUCKS" opens soon and sunrise registrations (and most brand-related registrations outside sunrise) in the ".SUCKS" string will cost \$2,499, making defensive registrations a costly proposition. The article mentioned how Katten's advisory suggested that "organizations will likely want to assess very carefully whether a domain name in the .SUCKS new gTLD will ever be worth a \$2,499 annual registration/renewal fee—especially given the myriad variations or typo-squatted names that are possible and would also be available for registration." ([Cost v Benefit](#), March 24, 2015)

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