
Social Media & Domain Names

With the proliferation and evolution of social media, we frequently advise clients on ways to protect their IP rights from improper use by others on social media and counsel clients on how they can leverage their trademark portfolios without infringing the IP, publicity, or privacy rights of others. We also have negotiated the acquisition of key social media handles from third parties.

Fross Zelnick filed the first civil action seeking recovery of a domain name (mtv.com) in 1994. Since then, the firm has successfully recovered more than 1,000 domain names through civil actions under the Anti-Cybersquatting Protection Act and through proceedings under the Uniform Domain Name Dispute Resolution Policy (one of our U.S. litigation partners is an approved WIPO Panelist for adjudicating UDRP proceedings), as well as similar domain name dispute resolution proceedings throughout the world, including under the Nominet and .eu systems, among others.

In connection with the launch of new gTLDs, we act as agent for numerous companies for purposes of protecting trademarks through the Trademark Clearinghouse and has been instrumental in negotiating agreements between our clients and various gTLD service providers, trademark registries, trademark registrars and ICANN. We also advise on worldwide domain name registration and disputes, monitor the web for infringements, negotiate internet agreements, and develop strategies for protecting IP rights on the internet.