



## Domain Name Legal Services

**While trademarks are a cornerstone of brand identity, domain names have become critical in today's global, internet-driven marketplace.**

A domain name is not just a technical address—it is a strategic brand asset that plays a central role in digital identity and brand reputation. A company's digital success often hinges on its ability to secure and maintain control over domain names that reflect its name, products, services, slogans, and taglines. As foundational elements of digital identity, domain names demand a comprehensive protection strategy to safeguard against online abuse and preserve brand integrity and goodwill.

At Hamilton, Brook, Smith & Reynolds, our team of highly skilled, tech-savvy attorneys brings world-class expertise to every aspect of domain name law, including protection, transactions, enforcement, and dispute resolution.

We leverage our legal and technical expertise to guide clients through the strategic selection and acquisition of domain names that align with their brand vision, global marketing efforts, and products/technology. Our domain name legal services include the following:

- Clearing domain names and providing trademark risk assessments
- Registering, buying, and selling domain names
- Coordinating with registrars and domain name service providers
- Securing trademarks contained within a client's domain name
- Challenging infringing domain names
- Advising clients on compliance with Internet governance policies and regulations
- Ensuring brand protection in Web3 and emerging technologies

We vigorously enforce our clients' rights against cybersquatting, typo-squatting, and other forms of domain name abuse. Effective enforcement tools include dispute resolution proceedings under the Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension (URS) System through private dispute resolution providers approved by the Internet Corporation for Assigned Names and Numbers (ICANN); legal actions in US courts under the Anti-Cybersquatting Consumer Protection Act (ACPA); and negotiations concerning domain name recoveries and settlements.

Our domain name practice is fully integrated with our trademark and brand protection services, enabling us to deliver cohesive, strategic counsel that protects your intellectual property assets across all channels—online and offline.