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Domain name protection through trademark registration

In this era of Information Technology, domain names have attained the status of business identifiers.

Website is a powerful tool through which a company tends to build its business. Websites get considerable attention and has become the quickest and easiest way to know about an organization.

Enterprises make efforts to build brand and increase consumer base in different countries through their website. Resultantly, the value of domain names increase considerably. This has lead to increase in cases of registering, trafficking in, or using an Internet domain name with bad faith to profit from the goodwill belonging to someone else. In the recent times there is a huge increase in domain name disputes.

Great inconvenience is caused to the customers and business is affected if someone starts using a domain name which is same or similar to your Business Name or Trade Name or Brand Name or Product Name. Therefore, the importance and usefulness of domain names are significantly enhanced for the purposes of greater publicity, popularity, and profitability.

Take an example where the domain name of an Organization is not trademarked and someone starts using a same or similar domain name with a different prefix or suffix or extension and the business activities of the Organization are hampered. It would be very inconvenient to restrict such bad faith use of identical or similar domain name. Obtaining registration over domain name under the Trademark Laws of the country provides the effective protection to domain name.

The functions of domain names are quite similar to the functions of a trademark or service mark, and an Organization must register its Domain Name with the Registrar of Trademark.

Any person or business entity may protect his/her/its domain by obtaining registration under the Trade Marks Law of India. A well-protected domain name will offer several rights including the rights to take quick legal actions to stop unauthorized or bad faith use of identical or similar domain name in Indian.