

## Rights and requirements

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There are a number of ways of obtaining the various intellectual property rights and the requirements for doing so can vary. Some rights are obtained by registration, while others are created by statute or arise at common law. The scope of rights can vary, and each intellectual property asset can be supported by more than one type of intellectual property right.

## Domain Names

The registration of a domain name protects only that particular domain name. It does not prevent other parties registering near identical domain names. Also, most domain names can be registered by anyone, without any need to establish a right to the domain name. It is possible to stop use of some domain names where that use is in bad faith.

The scope of domain names applied for needs to be carefully considered in combination with both the brand portfolio and wider commercial interests of the business the domain represents.

Potential pitfalls encountered when registering and maintaining domain names can lead to domain name registrations unintentionally lapsing, or being controlled by other parties. They are:

- registering in the name of the wrong party;
- registering using an incomplete or colloquial version of a name;

- registering using different domain name registries;
- using the personal e-mail address of a staff member who may leave as the contact;
- allowing a variety of staff to register domain names without any centralised control;
- not operating an efficient system for managing domain name renewals.