

[PROTECTING YOUR BUSINESS FROM INTERNET CYBERSQUATTING](#)

The World Wide Web provides great opportunity for your company to expand its business reputation and trademark recognition. Domain names function as business identifiers and in some limited cases can serve as trademarks.

A common problem encountered by business owners is “*cybersquatting*”-- the bad faith registration of Internet domain names identical or confusingly similar to your company’s trademarks and business names by parties having no rights in those trademarks and business names. The cybersquatter’s motive is often to hold the domain name “*hostage*” in hopes of selling it to the rightful party, or even to post *unflattering, obscene or scandalous material* on that site to diminish the rightful party’s business reputation.

Domain name registration is easy and inexpensive for the cybersquatter, but creates serious, difficult and expensive problems for the victim. What recourse is available when your business becomes a cybersquatting target?

The *Anti-Cybersquatting Consumer Protection Act* provides rights against third parties who, in bad faith, register domain names identical or confusingly similar to distinctive trademarks, or which dilute the distinctiveness of “famous” marks.

The *Trademark Antidilution Act* expands protection of “famous” marks to include “dilution” of a mark’s distinctive quality.

Texas *trademark antidilution law* provides a cause of action based not only on trademark infringement or dilution, but for injury to a company’s business reputations, or trade names or marks.

Uniform Domain Name Dispute Resolution Policy provides a speedy and cost-efficient administrative mechanism to resolve disputes involving bad faith registration and use of domain names corresponding to your company’s trademarks and business names.

On or off the Web, vigilance is more important than ever to protect your business’ valuable marks, trade names and business reputation.

In addition to legal remedies for victims after the fact, there are *preventive steps* available for companies which have not yet become cybersquatting victims. *Your company should take steps now to prevent damage to its business reputation, name and trademarks. To protect your business from becoming the next cybersquatting victim, obtain advice from experienced Intellectual Property counsel.*

[QUESTIONS? GET ANSWERS](#) 

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