There are times when somebody believes they have a right to a domain name already owned by somebody else.  This ownership dispute can be caused by a variety of reasons including, copyright, trademark, established brands, etc.  One of ICANN's oversight roles includes Internet policies.  They have developed the Uniform Domain Name Dispute Resolution Policy to address these situations.

For an ecommerce business their domain name is their business.  So any threat to their domain name could be significant to their business.  Domain names are not real property such as a store front or a piece of real estate so different rules apply.   For this reason web devleopers and ecommerce business owners should be aware of this poicy and how it can be applied to a domain name dispute.

This summary discusses ICANN's Uniform Domain-Name Dispute-Resolution Policy.  Please address the following questions referring to this policy.  **Please use your own words for this assignment**.

1. Describe the policy and its purpose – The UDRP was put in place to handle situations in which there is debate over a domain name and any descrepancies that arise . It puts in place procedures to go through inorder keep civility and order.
2. List and describe the three applicable disputes that can be used to challenge domain name ownership According to ICANN one reason for a dispute could be unauthorized transfer of your domain name, Another reason is a trademark infringement, If you freel like someone is using your name without your approval and finally(although there are many more reasons) are registrar service disputes. . For instance the registrar is not performing to standards previously set.

3.

List and describe the four criteria used to determine bad faith of a domain name are One, when two companies fight for the right to win a domain name, the other (loser) can sue for rights. In some cases these cases win. 2. the domain name registered by the domain name registrant is identical or confusingly similar to a trademark or service mark in which the complainant (the person or entity bringing the complaint) has rights; and

3. the domain name registrant has no rights or legitimate interests in respect of the domain name in question; and

4. the domain name has been registered and is being used in bad faith

1. List and describe the three ways you can demonstrate legitimate use of a domain name 1. Establish a legitimate Noncommercial or fair use. The respondnant must establish that use is for legitimate non commercial or fair use of the domain name.2 not all internet users speak Spanish therefore panels must justify the use in light of whether the majority of the users of the site would understand the parody or criticism.

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