

HB Media Minute - Episode 13: Domain Name Cybersquatting and Trademark Based Options for Brand Owners – The ACPA, UDRP, and URS

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PRACTICES Intellectual Property Litigation, Domain Name Disputes, Internet, Media and Entertainment Litigation, Trademark and Advertising, Intellectual Property, Litigation, Media Entertainment and Sports

Today, we are going to talk about cybersquatting, which is the unauthorized registration of an Internet domain name, usually involving a well-known company or brand, with the bad faith intent to profit from the goodwill established by the actual trademark owners. Various legal tools have been created to help brand owners fight back against cybersquatting, but the practice nonetheless continues and has likely only increased. We will also explore the legal options available to brand owners to deal with this nuisance.

We're joined by an excellent guide, Haynes Boone Trademark Partner [Jeff Becker](#), who founded the firm's Trademark Practice and has grown it into one of the largest and most highly respected in the country, being ranked as National Gold, the top tier in *World Trademark Review's WTR 1000* directory of leading trademarks practices.