

## Online dispute resolution such as the UDRP facilitates e-commerce

Protecting brands online helps mitigate consumer confusion and related harms, and helps provide a stable platform for global e-commerce growth. In the Domain Name System, the UDRP (the Uniform Domain Name Dispute Resolution Policy) contributes to these collective benefits. It also provides a dispute resolution blueprint for other areas, e.g., for e-commerce platforms or social media handles.

## The Internet and DNS significantly contribute to the global economy

With 3.2 billion (and growing) estimated Internet users globally, the digital economy increasingly contributes to GDP and promotes innovation and job creation.

- In 2016 brands spent nearly USD 500 billion on advertising globally<sup>1</sup>
- By 2016 the Internet economy of the G-20 was expected to reach USD 4.2 trillion (5.3% of GDP)<sup>2</sup>
- High- and medium-Web SMEs experience significant revenue growth, and generate more jobs<sup>3</sup>

## Addressing trademark-abusive conduct in the DNS

Even for all of its positive attributes technologies such as the Internet DNS also bring a range of bad actors. Many of these bad actors target brands and defraud unsuspecting consumers.

In many cases, trademark-abusive domain names are also used to perpetuate phishing, fraud, counterfeiting, and employment scams, to distribute malware, or for illegal prescription drugs.

To combat such practices and to rebuild consumer trust, the global nature of the Internet requires global solutions. At the request of the United States Government with WIPO Member States' approval, to address bad actors engaged in "cybersquatting" in 1999 WIPO designed the UDRP.

As a global dispute resolution mechanism, the UDRP resolves domain name disputes without a need for expensive court litigation. In 2009 WIPO championed a paperless "eUDRP". WIPO has managed over 40,000 cases with parties from 175 countries, and in some 20 languages.

## Core UDRP benefits

Beyond assisting brand owners in addressing abuse of their trademarks online, the UDRP

- Minimizes burdens on national courts
- Promotes trust, and protects consumers
- Provides a safe harbor for domain name registration authorities: keeping them out of cybersquatting disputes and courts

As a globally-recognized best practice, and part of WIPO's capacity-building, the UDRP is also the basis for over 75 country code Top Level Domain (ccTLD) dispute resolution policies in all regions.

## WIPO as the UDRP's recognized steward

Operating on a not-for-profit basis, WIPO is the global leader in UDRP services, and invests in training for Panelists and Parties. WIPO provides related resources, including a globally-used Jurisprudential Overview summarizing UDRP cases. More information is at [www.wipo.int/amc/en/domains](http://www.wipo.int/amc/en/domains).

<sup>1</sup> MAGNA Global Advertising Forecast,

[www.magnaglobal.com/wp-content/uploads/2016/12/MAGNA-December-Global-Forecast-Update-Press-Release.pdf](http://www.magnaglobal.com/wp-content/uploads/2016/12/MAGNA-December-Global-Forecast-Update-Press-Release.pdf).

<sup>2</sup> BCG Report: The Internet Economy in the G-20 <https://www.bcg.com/documents/file100409.pdf>.

<sup>3</sup> Id. For example, over a 3-year period in Brazil, 98% of High-Web SMEs added jobs vs 77% for Low-Web SMEs.