

**This presentation is more than one year old.
Some parts may be outdated.**

You can find the latest information here:

<https://www.frogans.org/en/main.html>

START WATCHING FROGANS ADDRESSES



**The new identifiers
of the Internet**



Published by the OP3FT, the non-profit organization whose purpose is to hold, promote, protect and ensure the progress of the Frogans technology in the form of an open standard for the Internet, available to all users, free of charge.

Frogans addresses are going live and public soon

On **June 14, 2016**, a major step in the roll-out of Frogans addresses will be completed with their resolution on the Internet.

This will be the last step before the global launch, scheduled on **October 11, 2016**, when Frogans sites will be opened to the general public.

Frogans addresses give access to new Internet content

Frogans sites are a new way of communicating on the Internet. They will reach users on all their devices with innovative creative features. For example, a Frogans site can match the shape of a brand logo, a product, or an industrial design.

Just like Web sites, Frogans sites can be published by anyone, from individuals to businesses, including trademark holders. They will be searched for, using existing search engines.

Frogans sites are not intended to replace existing Web sites, but rather to offer an alternative, complementary way to publish content securely on the Internet.



Your product is not square,
why is your website?

Your Frogans site can match
the shape of your product.



Nombre-de-red*Nombre-de-sitio

Сеть-название*Сайт-название

اسم-شبكة*اسم-موقع

网络-名称*现场-名称

שם-רשת*שם-אתר

Nom-de-réseau*Nom-de-site

Open a Frogans site

Enter a Frogans address:

OK Cancel

Frogans addresses are available in 179 languages

Frogans addresses, which give access to Frogans sites, are structured as follows:

Network-Name*Site-Name

Frogans addresses are registered in the Frogans Core Registry (FCR).

The registration of Frogans addresses has already started.

Is your brand
[https://www.mytrademark.com/
product-range/myproduct/
show.php?page=home&lang=en](https://www.mytrademark.com/product-range/myproduct/show.php?page=home&lang=en)

?

Make your brand a star
MyBrand*MyProduct

Frogans addresses come with commonly-used RPMs



Asian Domain Name Dispute Resolution Centre
- a charitable institution limited by guarantee registered in Hong Kong

FROGANS
TECHNOLOGY



A secure legal environment has been set up to bring safety to brands.

RPMs include:

- The availability of a Whois database (whois.fcr.frogans)
- The UDRP-F (Uniform Dispute Resolution Policy for Frogans Addresses) and its Rules, which are currently administered by:
 - **FORUM**
 - **ADNDRC**
- The Frogans Address Composition Rules which restrict the availability of certain name variations, reducing the prevalence of phishing and typosquatting

The security, stability, and reliability of Frogans addresses is also ensured by the innovative use of the “.frogans” TLD.

How to start watching Frogans addresses

To protect their interests, trademark holders and businesses can now start monitoring registrations in the FCR.

The lists of Frogans addresses registered in the FCR is publicly available at:

public-data.fcr.frogans

Trademark holders can also make use of the services of a Frogans address watch provider.

The global directory of Frogans address watch providers is available at:

fcr.frogans