Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

LEGAL INSTITUTE

Domain Name Disputes and Online Trademark Enforcement Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

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Domain Name Disputes and Online Trademark Enforcement Training Course

Legal Institute • 5 Days Intensive • Accredited Certification

Course Overview

Domain Name Disputes and Online Trademark Enforcement Training Course is designed to equip legal professionals, intellectual property practitioners, corporate counsel, brand protection specialists, and digital compliance officers with advanced knowledge and practical skills for managing domain name conflicts, online trademark infringement, cybersquatting, brand impersonation, and digital intellectual property violations.

Key Skills & Software Tools Covered

Domain Name Dispute Resolution • Online Trademark Protection • Intellectual Property Enforcement • Digital Brand Monitoring

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
23 Nov 2026 – 27 Nov 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 110,000**
23 Nov 2026 – 27 Nov 2026	Accra	Classroom / 5d	**$4,000 USD / KES 110,000**
30 Nov 2026 – 4 Dec 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
30 Nov 2026 – 4 Dec 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
30 Nov 2026 – 4 Dec 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Domain Name Disputes and Online Trademark Enforcement Training Course

Introduction

Domain Name Disputes and Online Trademark Enforcement Training Course is designed to equip legal professionals, intellectual property practitioners, corporate counsel, brand protection specialists, and digital compliance officers with advanced knowledge and practical skills for managing domain name conflicts, online trademark infringement, cybersquatting, brand impersonation, and digital intellectual property violations. As businesses increasingly depend on websites, e-commerce platforms, social media, and digital marketplaces, protecting brand identity and intellectual property online has become a critical organizational priority. This course explores the legal and regulatory frameworks governing domain name registration, trademark ownership, internet governance, and online brand protection, with particular emphasis on the Uniform Domain Name Dispute Resolution Policy (UDRP), the Uniform Rapid Suspension (URS) System, the role of ICANN, and national trademark enforcement mechanisms. Participants will examine emerging challenges involving deceptive domain registrations, typosquatting, phishing websites, counterfeit online products, trademark dilution, and unauthorized commercial use of protected brand identities.

The training further develops practical expertise in domain name dispute resolution, trademark monitoring, online infringement investigations, evidence preservation, takedown procedures, and cross-border intellectual property enforcement. Participants will learn how to identify and respond to cybersquatting, prepare UDRP complaints, evaluate legitimate interests in disputed domain names, establish bad-faith registration and use, and pursue appropriate legal and administrative remedies. The programme also addresses emerging technologies, including AI-generated impersonation, fraudulent digital identities, online marketplace infringement, and automated brand monitoring. Through practical exercises, simulated dispute proceedings, case studies, and enforcement strategy development, participants will strengthen their ability to safeguard digital assets, reduce brand reputation risks, enforce trademark rights, and develop comprehensive online brand protection and intellectual property risk management strategies.

Course Duration

5 days

Course Objectives

By the end of this training course, participants will be able to:

- Understand international and national domain name dispute resolution frameworks, including ICANN policies, UDRP, and URS procedures.
- Identify and investigate cybersquatting, typosquatting, domain hijacking, and fraudulent domain registrations.
- Interpret trademark laws and assess their application to online brand protection and digital intellectual property rights.
- Evaluate the three essential UDRP elements: confusing similarity, legitimate interests, and bad-faith registration and use.
- Develop effective strategies for online trademark enforcement and digital brand protection.
- Prepare, structure, and submit professional UDRP complaints and domain name dispute submissions.
- Apply effective techniques for collecting, preserving, and presenting digital evidence in intellectual property disputes.
- Identify trademark infringement across e-commerce platforms, websites, social media, and digital marketplaces.
- Implement proactive brand monitoring, domain surveillance, and online infringement detection systems.
- Understand domain name registrar responsibilities, registration agreements, and dispute resolution obligations.
- Apply appropriate legal remedies, including domain transfers, cancellations, injunctions, and takedown requests.
- Address emerging risks involving AI-powered impersonation, counterfeit domains, phishing, and digital brand fraud.
- Design comprehensive corporate intellectual property enforcement, cybersecurity coordination, and online reputation protection strategies.

Target Audience

- Intellectual Property Lawyers and Trademark Attorneys.
- Corporate Legal Counsel and Legal Compliance Officers.
- Brand Protection and Trademark Enforcement Managers.
- Domain Name Registrars and Registry Compliance Professionals.
- E-commerce Legal and Digital Platform Managers.
- Cybersecurity, Digital Risk, and Online Fraud Investigators.
- Intellectual Property Regulators and Government Enforcement Officers.
- Business Owners, Entrepreneurs, and Corporate Executives responsible for digital assets.

Course Modules

Module 1: Foundations of Domain Name Law and Internet Governance

- Introduction to domain name systems (DNS) and internet governance.
- Structure and administration of generic top-level domains (gTLDs).
- Country-code top-level domains (ccTLDs) and registration frameworks.
- Roles and responsibilities of ICANN, registries, registrars, and registrants.
- Legal principles governing domain name ownership and contractual rights.
- Case Study: Examining a dispute involving competing claims over a commercially valuable domain name and assessing the rights of the trademark owner and domain registrant.

Module 2: International Trademark Law and Digital Brand Protection

- Fundamentals of trademark registration, ownership, and protection.
- International trademark protection under the Paris Convention and Madrid System.
- Application of trademark rights to websites and online commercial activities.
- Understanding trademark infringement, dilution, and unauthorized brand usage.
- Challenges of cross-border trademark enforcement and jurisdiction.
- Case Study: An international company discovers that its registered trademark is being used without authorization on multiple foreign websites.

Module 3: Cybersquatting and Domain Name Dispute Resolution

- Understanding cybersquatting, typosquatting, and domain name hijacking.
- Identifying bad-faith domain registrations and abusive registration patterns.
- Understanding the Uniform Domain Name Dispute Resolution Policy (UDRP).
- Application of the Uniform Rapid Suspension (URS) System.
- Alternative dispute resolution mechanisms for domain name conflicts.

- Case Study: A former business partner registers a domain name incorporating a company's trademark and offers to sell it at an inflated price.

Module 4: UDRP Complaints, Proceedings and Remedies

- Understanding the three essential elements of a successful UDRP complaint.
- Establishing confusing similarity between domain names and trademarks.
- Assessing legitimate interests and rights of domain name registrants.
- Demonstrating bad-faith registration and use of disputed domain names.
- Drafting complaints, responses, supporting arguments, and requested remedies.
- Case Study: Participants evaluate a simulated UDRP dispute involving a confusingly similar domain name, prepare a complaint, and formulate arguments supporting domain name transfer.

Module 5: Online Trademark Infringement and E-Commerce Enforcement

- Identifying unauthorized trademark use on e-commerce platforms.
- Detecting counterfeit goods, misleading listings, and brand impersonation.
- Trademark enforcement procedures on online marketplaces.
- Website takedown notices, platform complaints, and infringement reporting.
- Managing repeat infringers and unauthorized online distributors.
- Case Study: A luxury fashion brand discovers counterfeit products advertised using its trademark across several online marketplaces.

Module 6: Digital Evidence, Investigations and Online Infringement Detection

- Techniques for investigating suspicious domain registrations.
- Digital evidence collection, authentication, and preservation.
- WHOIS records, historical domain data, and DNS investigation.
- Website archiving, screenshots, metadata, and electronic evidence.
- Preparing investigation reports and evidentiary documentation for proceedings.
- Case Study: A company investigates a phishing website impersonating its corporate brand.

Module 7: Advanced Online Trademark Enforcement and Emerging Digital Risks

- Social media trademark infringement and brand impersonation.
- AI-generated counterfeit branding and deceptive digital identities.
- Phishing domains, fraudulent websites, and brand-related cybercrime.
- Automated trademark monitoring and domain surveillance technologies.
- Coordinating legal, cybersecurity, and law enforcement responses.
- Case Study: An organization discovers AI-generated advertisements and fraudulent websites using its brand identity.

Module 8: Corporate Brand Protection Strategy and Dispute Management

- Developing corporate domain name registration and protection policies.
- Building proactive trademark monitoring and enforcement programmes.
- Establishing domain portfolio management and defensive registration strategies.
- Managing litigation risks, settlement negotiations, and dispute escalation.
- Measuring enforcement effectiveness through compliance and brand protection KPIs.
- Case Study: A multinational corporation experiences repeated cybersquatting and trademark infringement across different jurisdictions.

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/domain-name-disputes-and-online-trademark-enforcement-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.