



## Guide to the International Keyword Registry Stop instruction.

### Due Diligence Policy

The International Keyword Registry operates a Due Diligence Policy. This policy aims to prevent fraudulent registrations during the Restricted and Select Registration periods. (<http://www.ikeyword.com/about/registration.html>)

If a registration request is flagged during the process, the Registry will attempt to contact the Intellectual Property Officer of the company concerned and verify the authenticity of the registration.

The Due Diligence policy may hold a registration in a queue for a period of **Sixty (60) Days**, after which time the registration process must be resolved, either by approval or by accepting another registration request via the Stop Instruction, which is described below.

The Due Diligence Policy is available online at <http://www.ikeyword.com/legal/duediligence.html>

### Registration Stop Instruction

In the event that a company believes that a registration has been conducted in bad faith, it may request that registration is terminated and the Company lodge it's own, authenticated, registration.

This new registration request is part of the Stop Instruction process, which has three main aspects:

1. **Issuing of a Stop Instruction to the Registry.**  
This indicates that the Company does not believe the registration request to be legitimate.
2. **Reception of the Stop Instruction**  
Once the Registry has received the Stop Instruction the disputed registrations may be suspended indefinitely until the issue is resolved.
3. The Stop Instruction process can end in one of two ways, as shown below:
  - a. **Counter Registration of the disputed term**  
The Company registers the disputed term using authenticated information, gaining legal ownership.
  - b. **Withdrawal**  
The Company withdraws it opposition and the original registrant is granted ownership.

The Registry may reject the Stop Instruction if it believes the original registration to be valid.