

# Global Intellectual Property Management Process

Global Intellectual Property (IP) Management Process has been defined to effectively protect MetLife's global brand while minimizing risks of infringement and optimizing enterprise's resources.

- IP includes both trademarks and domain names
- MetLife's IP is centrally administered by the Intellectual Property Unit of MetLife Law Department (IPU). Metropolitan Life Insurance Company (MLIC) is the universal owner of all MetLife's IP and affiliated companies are permitted to use it through internal licenses and agreements.

## Core and Non-Core IP

Core		Non-Core	
Used in MetLife's trade names or to support MetLife's global brand strategy.		Used in MetLife's product and service names or to support region's or country's business requirements.	
Examples:		Examples:	
<b>Trademarks</b> <ul style="list-style-type: none"> <li>• MetLife</li> <li>• Met</li> <li>• Alico</li> <li>• New England Financial</li> <li>• GenAmerica Financial</li> <li>• Hyatt Legal Plans</li> <li>• MetLife logo</li> <li>• MetLife (in language)</li> </ul>	<b>Domains</b> <ul style="list-style-type: none"> <li>• Metlife.co.jp</li> <li>• Metlife.com</li> <li>• Metlifealico.bg</li> <li>• Metlifealico.hu</li> </ul>	<b>Trademarks</b> <ul style="list-style-type: none"> <li>• retirewise</li> <li>• EnrollSmart</li> <li>• Life Advice</li> <li>• MetDesk</li> <li>• Guarantees for the IF in life</li> <li>• MetLife Target Pension Portfolio</li> </ul>	<b>Domains</b> <ul style="list-style-type: none"> <li>• Metlifeplanners.com</li> <li>• Metlifebuilding.info</li> <li>• Militarydental.com</li> <li>• Mettermlife.com</li> <li>• Metlifeassurance.co.uk</li> <li>• Gestosdeamor.cl</li> </ul>

## Core Trademark & Domain Name Management Process

Core IP is managed by Global Brand, Marketing & Communications

## Non-Core Trademark Management Process

	Trademark Conception	IPU Submission	IPU Evaluation	Request Confirmation	Registration
Requester	Develop trademark.	Submit request to IPU via <a href="mailto:metip@metlife.com">metip@metlife.com</a> or MetIP System.*		If protectable, confirm request for trademark application.	
IPU			Determine if trademark is available and protectable.*		Submit and manage application with local Trademark Office. Notify requester when the registration is complete.

## Non-Core Domain Name Management Process

	Domain Conception	IPU Submission	IPU Evaluation	Request Confirmation	Registration
Requester	Develop domain name.	Submit request to IPU by completing and sending Domain Request Form to <a href="mailto:dnsrequest_ebiz@metlife.com">dnsrequest_ebiz@metlife.com</a> .*		If available, confirm request for domain registration.	
IPU			Determine if domain names is available and protectable.* Generate quote.		Work with Network Support Team (IT) and submit application via centralized enterprise vendor. Notify requester when the registration is complete.

\* See page 2 for details

## Tips Prior to Submission

To secure IP registration, trademarks and domain names must be: 1) available; 2) protectable, and 3) fit for its business/marketing objectives.

### 1) Available

- IP is available if it is not already registered by third parties and if the request meets local jurisdiction requirements.
- Trademark availability will be confirmed by IPU after initial request submission.
- Domain name availability can be verified at [www.domaintools.com](http://www.domaintools.com) or [www.easywhois.com](http://www.easywhois.com)

### 2) “Protectable”

- IP is protectable if it does not infringe on any third party’s assets. IP may not be protectable if it includes trademarks that are already owned or that are too similar to third party’s assets.
- A quick Google search is recommended to verify if trademark or domain name is already being used by third parties in respective markets.
- IP must not include any Peanuts marks (e.g., Snoopyinsurance.com)
- Trademarks must also be non-generic to be registered. E.g., “guarantees for the if in life” can be non-generic, whereas “guarantees” can be generic.

### 3) Fit for business/marketing objectives

- Product and service names should be creative and suggestive, to communicate the value proposition of the offer. Purely descriptive and generic names should be avoided. (E.g., MetLife Term Life.)
- Domain names should be concise (under 12 characters if possible), easy to pronounce, spell and remember.
- To help drive traffic, Google AdWords search is recommended for keyword suggestions to be included in new domain names.
- Be mindful of the expenses related to IP management when making requests.
- Using sub-domains (e.g., brandcenter.metlife.com or metlife.com/brandcenter) is an option that does not expand a domain portfolio and requires no new registrations.

## IPU Submission

- When submitting trademark request via [metip@metlife.com](mailto:metip@metlife.com), include the proposed trademark, jurisdiction for registration, an example of how it will be used, and requester’s contact information. Trademark Offices around the world have different requirements and IPU will inform if any additional details are needed.
- MetIP System can be accessed at [metip.metlife.com](http://metip.metlife.com). Associate Information Center (AIC) identification and password is needed to log in to the system. Email [metip@metlife.com](mailto:metip@metlife.com) for any questions related to MetIP System.

## Contact Information

- Core trademarks and domain names: Kelley Grover at [klgrover@metlife.com](mailto:klgrover@metlife.com)
- Non-core trademarks: [metip@metlife.com](mailto:metip@metlife.com)
- Non-core domain names: [dnsrequest\\_ebiz@metlife.com](mailto:dnsrequest_ebiz@metlife.com)