

Question 149:

Q149. Will the general public instinctively think of the community when thinking of the applied-for string?

Yes. The general public will instinctively associate the string “chess” with the game of chess and, by extension, the global community of individuals and organizations that play, organize, administer, teach, support, promote, develop, report on, and provide goods and services to chess.

This association is demonstrated by ordinary dictionary usage. Oxford defines “chess” as the game played by two people on a black-and-white board according to established rules.¹ Cambridge similarly defines “chess” as the two-player game played on a square board with sixteen pieces per player.² These independent dictionary definitions demonstrate that the ordinary public meaning of the word “chess” is the game around which the identified community is organized.

Independent institutional usage further demonstrates the same public association. The United Nations describes chess as an ancient intellectual and cultural game, recognizes it as a global activity capable of being played across barriers of language, age, gender, physical ability, and social status, and observes World Chess Day annually on 20 July. The United Nations General Assembly established World Chess Day in 2019 specifically to recognize chess and the international community and activities associated with it.³

The breadth of the public meaning of “chess” also corresponds to the breadth of the community identified in this application. The Applicant has not defined the community as only professional players, FIDE officials, tournament participants, users of a particular online platform, or members of any single commercial organization. Rather, the identified community encompasses the institutional, professional, organized, amateur, educational, cultural, technological, media, and commercial participants whose activities have a bona fide nexus to chess. Accordingly, the thematic scope naturally conveyed by the word “chess” is consistent with, rather than broader than, the identified community.

The string also does not identify or imply any particular country, region, commercial provider, technology, or online platform. “Chess” is geographically neutral and encompasses the same worldwide activity around which the identified global community is organized. This is

¹ Oxford Advanced Learner's Dictionary, *chess*, defining “chess” as the two-player board game played according to established rules. [Oxford Advanced Learner's Dictionary, “chess”](#)

² Cambridge Dictionary, *chess*, defining the term as the game played by two people on a square board with sixteen pieces per player. [Cambridge Dictionary, “chess”](#)

³ United Nations, *World Chess Day*, discussing the global nature and cultural significance of chess and the General Assembly's proclamation of 20 July as World Chess Day. [United Nations, World Chess Day](#)

particularly significant because the United Nations itself characterizes chess as a “global game,” reinforcing that the ordinary public understanding of the term is international rather than geographically limited.⁴

Although dictionaries identify an obscure secondary botanical use of “chess” for certain brome-grasses, that usage is distinct from the ordinary contemporary meaning of the word and does not describe a significant community, geographic area, commercial sector, or other thematic constituency that the general public would reasonably associate with the .chess string.⁵ In ordinary contemporary usage, authoritative dictionaries, international institutions, media, sporting organizations, and the public overwhelmingly use “chess” to identify the game and the worldwide activities and participants associated with it.

Accordingly, the applied-for string does not merely suggest or relate to the identified community. It names the activity that defines and unites that community. A member of the general public encountering .chess would therefore naturally and instinctively understand the string as referring to chess and the global chess community described in this application.

⁴ Id. (describing chess as a “global game” and discussing its accessibility across national, linguistic, age, gender, physical-ability, and social boundaries).

⁵ Merriam-Webster, *chess*, identifying the principal meaning as the two-player board game and separately identifying a secondary botanical meaning relating to brome-grass. [Merriam-Webster, “chess”](#)