

INTELLECTUAL PROPERTY NEWS ALERT

Registration for ".co" Domain Names

July 11, 2010

Trademark owners interested in owning an Internet address with the second-level domain name ".co" will need to register TODAY, as July 12 is the last day for advance registration of ".co" domain names. Beginning tomorrow, July 13, a "reservation for general registration" service is available until July 19, after which the general public can register ".co" domain names on a first-come-first-served basis.

The ".co" domain name is a country-code top-level domain (ccTLD) for Colombia. However, its availability to the general public without restriction and similarity to the ".com" domain name, which is the most common generic top-level domain (gTLD), could cause the ".co" domain name to quickly emerge as a generic top-level domain. Internet users may mistakenly type ".co" when searching for a ".com" URL and be directed to a different website. **Cybersquatters are sure to capitalize on this attractive feature.** According to domain name registrars, including WHOIS Corp., inquiries are on the rise for the new ".co" domain names that become available for public registration on July 20.

To avoid costly domain name recovery efforts often required by cybersquatting, trademark owners are encouraged to protect their brands and secure ".co" domain names during the "premium registration" period that ends July 12.

The following attorneys in our Intellectual Property Group can assist you with the registration of ".co" domain names and are available via phone or e-mail:

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