

## RATNERPRESTIA TRADEMARK OWNERS ALERT

SUNRISE PERIOD APPROACHING FOR .TEL

25 NOVEMBER 2008

The "Sunrise Period" opens December 3, 2008, for domain name registrations incorporating the new top level domain (TLD) ".tel". A top-level domain is the part of an Internet domain name that follows the final dot of the domain name. The Sunrise Period is a limited time during which only trademark owners meeting certain requirements will be able to register .tel domain names. Set forth below is additional information about this new TLD.

**How is .tel different than other TLDs?** .tel is designed specifically to help domain name owners store and provide easy access to contact information and keywords without a need to build, host or manage a website. Unlike most other TLDs (such as, for example, .com, .net, and .org), for which the domain name server (DNS) only provides mapping between the domain name and an IP address, the relevant content associated with a .tel domain name is actually hosted on the DNS, making it universally accessible. The hosted information can be organized to show contact information for multiple offices, business units, or product brands, can include links to websites, maps, and other information, and can include searchable keywords. General information on the .tel domain name can be found at: <http://www.telnic.org>. For details on the types of information that can be hosted on a .tel site, see: <http://www.telnic.org/business-discover1.html>.



**Why should trademark owners care?** The specific utility of the .tel domain name and the uncluttered nature of information hosted on .tel sites may make this a potential first choice for consumers looking for contact information about a specific company or brand name. Users of mobile devices may find the .tel website particularly useful to be able to select and automatically dial a contact number from a .tel site. Although UDRP procedures will apply for resolution of cybersquatting complaints, trademark owners may actually want the .tel domain names for their own business purposes, not just to prevent others from using them. Furthermore, certain marks may have more than one qualified applicant for the .tel domain name.

**How do trademark owners obtain a .tel domain name?** Trademark owners who can provide proof of ownership of a national trademark registration will have the opportunity to apply for registration of a .tel domain name **on a first-come, first-served basis** during the Sunrise Period, which lasts from December 3, 2008 through February 2, 2008.

**How can RatnerPrestia help?** RatnerPrestia attorneys have extensive experience advising clients about trademark and domain name registration issues and will be pleased to advise you regarding details of the .tel domain name and the requirements for registration. If you would like RatnerPrestia's assistance, please contact us **as soon as possible** to find out more. Although Sunrise applications cannot be submitted until December 3, 2008, approved registrars typically accept information in advance and bulk file applications during the opening moments of the period to provide the best chance of being early in line.