

.LONDON

12th April 2014

.LONDON Specifics

Background of .LONDON

NetNames has been given notice that dotLondon plan to open the .LONDON new Top Level Domain registry on the 29th April 2014. The .LONDON gTLD will be supported by Minds and Machines as the back-end provider. The .LONDON TLD will be an open registry, with some restrictions on registrations in the opening phases and will offer the following registration periods:-

REGISTRATION PHASE	DATES OF PHASE	NETNAMES OFFERING
Trademark Sunrise	29 th April 2014 to 31 st July 2014	✓
Landrush Phase	29 th April 2014 to 31 st July 2014	✓
General Availability	9 th September 2014 onwards	✓

DotLondon will be offering Sunrise registrations to all Trademark Clearinghouse (TMCH) verified mark holders. Any valid duplicate applications made during the Sunrise period will be resolved by means of an auction after the close of the phase on the 2nd June 2014. Sunrise orders can be placed via your NetNames Domain Management Portal or via your Account Manager. Should you still wish to place any trademarks with the TMCH, please contact your Account Manager.

DotLONDON will be offering a Landrush phase, called the London Priority Period (LLP) where priority will be given to London-based registrants based on three different priority categories:-

London Priority 1

- Applicant must have a valid London address (based on validated location within one of the 32 London boroughs) AND an existing right for the name based on a trademark match, effective in the UK prior to 1st April 2014
- Personal applicants must provide valid identification showing London address, such as Passport, Driving Licence.

London Priority 2

- Applicants who have a valid London address but no further validated business names or addresses

London Priority 3

- Applicants without a valid London address but still want to apply during the Landrush phase

.LONDON Information

Registration information for .LONDON

- The .LONDON gTLD will be available to any applicant without restriction in the General Availability phase
- Registrations can be for 3 to 63 characters
- .LONDON will support IDN registrations in German, Italian, French and Spanish
- Applications made in the Trademark Sunrise phase will incur a one-off Sunrise Access fee which will be billed in the next invoice period and is non-refundable.
- Applications in the Landrush phase will incur a one-off Landrush Access fee as well as a London Priority validation fee of £5 which will be billed in the next invoice period and is non-refundable
- Registrations can be made for 1 year periods

New gTLD analysis report

With an estimated 600 new commercial Top Level Domains opening for business in the next 2 years, and with up to 20 strings being delegated every week, for most companies, blanket registration of all marks and key generic terms under all extensions is no longer a viable option from a budgetary point of view alone.

Identifying under which of the potential available extensions your business should register its primary name is difficult enough, but when you add other trademarked terms, generic terms, geographic extensions and industry related strings the task becomes hugely complex and costs rise dramatically.

NetNames has developed a tailored approach to assist companies in identifying the key terms which should be registered under which extensions and can provide estimated budgetary costs and timeline for expenditure.

NetNames are able to prepare a detailed analysis on behalf of each customer, using client specific information including trademark registrations in addition to details of each new gTLD due to be launched. These detailed reports will outline what registrations will support and defend your existing critical online assets as well as a timeline of when you need to take action.

If you would like NetNames to prepare your bespoke report, please contact your account manager or by calling us on:-

Call UK: +44 (0)845 269 1587
Call USA: +1 212 627 4599
Call Denmark: +45 33 88 63 00
Call France: + 33 (0) 1 48 01 83 60
Call Germany: +49 89 20 400 78 0
Call Norway: +47 21 54 98 00
Call Sweden: +46 8 5050 1450
Call Switzerland: +41 44 204 16 80

Keeping up to date

Need more information? Then sign up to one of our regular webinars on the new gTLD programme at www.gtld.com and stay One Step Ahead of your competition.