

WHY ADD **.CO** TO YOUR INTERNET ASSETS?

www.yourdomain.**CO**

A new domain extension is becoming available that has interesting potential for brand owners.

The new – **.CO** – extension may be worth looking into for two main reasons: because of the connotations that it suggests (“company,” “corporation” and “commerce” immediately come to mind), and for the typographical error advantages that it presents (Internet users leaving off the “m” of a .com domain address). But as a country code, you must assess any possible negative implications of the association with Colombia.

The .CO domain extension is a “ccTLD,” which means that it is a “country code top level domain.” A country code top-level domain (ccTLD) is an Internet top-level domain generally used or reserved for a country, in this case, Columbia. Whether or not someone is able to register ccTLD’s varies by the country code, but the goods news with .CO is that there are several registration phases (set out to the right) and eventually registration of .CO domain names will be open to all. There are two “Sunrise” phases that provide trademark holders with a period of priority registration, and then there are two registration phases open to the general public.

When considering what to do about your current web address extension(s), please call Lackebach Siegel today for more information on this new opportunity. Our practice areas include patents, trademarks, copyrights, unfair competition, advertising, antitrust, licensing, litigation, publishing and all facets of computer, Internet and domain name law.

Dear Lackebach Siegel Client:

We at Lackebach Siegel want to ALERT our clients to the opportunity to register a new .CO extension to enhance protection of your company name on the internet and to add valuable intellectual assets to your portfolio.

Why Choose .CO?

- .CO is meaningful, memorable and intuitive for people around the world
- .CO is relevant to individuals, domainers, businesses and organizations
- .CO gives businesses the chance to create a worldwide footprint
- .CO appeals to today’s socially-networked individuals and entrepreneurs
- .CO is a common typographical error for “.COM”

To learn more about this very important protection, please contact our Internet Assets Department at Lackebach Siegel today: Renée Duff at RDuff@Lackebach.com

Registration Phases

KEY DATES:

Add these important key registration dates to your calendar today.

Colombian Trademark Holders (Sunrise A), April 1 - 20, 2010:

- Applications limited to Colombian trademarks.
- If not registered during this phase, trademarked names will lose their priority.

Global Trademark Holders (Sunrise B), April 26 - June 10, 2010:

- Applications open to global trademarks with the same priority.
- Multiple valid applications will go to auction - no first come, first served.

Priority Registration (Landrush Phase), June 21 - July 13, 2010:

- Applications open to the general public.
- Multiple valid applications will go to auction - no first come, first served.

General Registration, July 20, 2010:

- Applications open to the general public.
- Domains will be registered on first come, first served basis.

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