

IP/IT Alert December 2008

.Tel Domain Name Registration

Effective from 3 December 2008 for two months only, registrations are open for trade mark owners to register a domain name in the latest top level domain “.tel”.

Registrations have now opened for trade mark owners that wish to register a domain name in the latest top level domain (TLD) “.tel”. The launch of .tel follows a series of new TLDs approved by the Internet Corporation for Assigned Names and Numbers (ICANN) in recent years such as .pro, .jobs and .travel.

Until 3 February 2009, registrations are limited to owners of trade marks (which must consist exclusively or predominately of words) and will be accepted by the registrar on a first-come, first-served basis at a premium price. After this date, registrations will be extended to all businesses and individuals at a premium price until 23 March 2009, when registrations will become generally available at regular prices.

The .tel TLD is intended to function as an “interactive business card” containing any contact information that a business or individual chooses to publish such as phone numbers and website addresses.

According to Telnic Limited (the registry operator and sponsoring organisation to the .tel TLD), all data at a .tel domain will be organised in a standard downloadable format, which will enable users of the system to avoid searching through websites for contact information. Telnic has specified that the .tel system will provide for the protection of private data, which will be viewable only by people authorised by the domain name owner.



These images are examples provided by Telnic Limited to demonstrate how customers may be directed to particular departments or locations of a business.



Importantly, .tel domain name owners will be able to post and update (in real time) their contact information without having to separately establish and maintain a web site or engage a web hosting service as is required for other TLDs. It is envisaged that the .tel system (in which all data will be stored on the domain registry system itself) will allow for the fast retrieval of information using various devices including mobile phones.

Commentators suggest that the .tel TLD "is aiming to become the Google of online address books in competition with traditional yellow and white pages".

It is not possible to predict whether this latest TLD will achieve mainstream

popularity, however trade mark owners should consider securing their potentially valuable ".tel" domain name now to reduce the risk of their trade marks being registered as .tel domain names by third parties, including cyber squatters or owners of similar or identical trade marks.

Thomson Playford Cutlers is able to assist you with domain name applications in the .tel TLD in addition to other TLDs. We can also assist in supplying the necessary registered trade mark details required to support .tel domain name applications.

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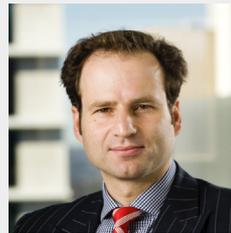


Some devices may simply require one click to call or send an email to a listed company or to update address books on the device.

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