

## Legal Alert: Sunrise Period for .CO Top Level Domain Closes June 10, 2010

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The “sunrise” period for the new “.CO” Top Level Domain (“TLD”) closes on June 10, 2010. Owners of U.S. (or foreign) trademark registrations, that have been registered prior to June 30, 2008, can apply to register their mark in the form, “trademark.co” prior to the registry being opened up to the general public. This sunrise period allows brand owners to obtain domain names that may be desirable to use in their businesses before cybersquatters or bulk-registries snap up potentially valuable domain names that would otherwise be sold to brand owners or subject to recovery through WIPO’s Uniform Domain Name Dispute Resolution Process.

The “.CO” TLD is actually the Colombian national domain name registry, but as one might gather, “.CO” can also take the connotation of “company” or “corporation” when paired with a well-known business name. Like all new TLD’s, it is unclear to what extent the “.CO” TLD will be adopted and/or used by U.S. corporations and whether consumers will begin to gravitate toward websites located at “.CO” domains. However, if you feel owning such a domain would be valuable to your business, now is the time to apply for one.

“.CO” domains can only be applied for through an accredited “.CO” registrar. A list of those registrars can be found at [www.COinternet.co/registrars](http://www.COinternet.co/registrars). Prices range from \$275 to \$299 per year, depending on the registrar used.

If you need more information about the “.CO” domain, or if you need assistance with the registration process, please feel free to contact us.

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