

## Client Alert

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Company/Commercial  
E-Business  
Intellectual Property  
Intellectual Property (China)  
Technology & Communications

### Landrush for ".Asia" Domain Names Has Begun

#### Summary

Landrush period for ".Asia" domain names kicked off on 20 February 2008 and will end on 12 March 2008. During this period, eligible entities may apply to register any available ".Asia" domain names, and an auction will be held between applicants who applied for the same ".Asia" domain name during this period. After Landrush, ".Asia" domains will "Go Live" on 26 March 2008, and at that time, domain name applications will be considered on the conventional first-come-first-served basis.

#### Full Update

Landrush period for ".Asia" domain names started on 20 February 2008 and will end on 12 March 2008 (Hong Kong Time). During the Landrush period, any entities around the world can apply for any available ".Asia" domain name provided that the applicant shall nominate at least one legal entity within the Pan-Asia and Asia Pacific community (boundaries as defined by ICANN) as one of its domain name contacts. If more than one application is received in respect of the same ".Asia" domain name during the Landrush period, an auction will be held between the applicants.

".Asia" domains can contain the English-language letters A through Z, the digits 0 through 9 and hyphens ("-"). The minimum length allowed for ".Asia" domain names is 3 characters and the maximum is 63 characters (excluding the "http://www." and ".Asia" portions). The minimum term of registration during the Landrush period is two (2) years and the maximum is ten (10) years.

Businesses with presence in Asia or that intend to develop the Asia market which have not applied for ".Asia" domain names during the earlier Sunrise period (which closed on 15 January 2008), when trademarked corporations and registered entities within the Pan-Asia and Asia Pacific community were given the priority to register their own trade marks and entity names as ".Asia" domain names, may wish to take this opportunity to apply for ".Asia" domain names. After Landrush, ".Asia" domain names will "Go Live" on 26 March 2008, and at that time, domain name applications will be considered on the conventional first-come-first-served basis.

Further, the ".Asia" Registry has adopted ICANN's Uniform Domain Name Dispute Resolution Policy for facilitating the resolution of disputes over the registration and use of ".Asia" domain names. Proprietors who consider that their trade marks have been illegitimately used by other party as ".Asia" domain names may consider filing domain name complaints under the said Policy.

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