



B R O W N L E E
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.TEL Backgrounder

A new top-level domain is being introduced to the internet: *.tel*. It's being promoted as a new way of storing, managing and exchanging contact information on the internet. Rather than uploading contact information to a traditional website or webpage, the contact information loaded through a dot-tel name is stored directly within the DNS (domain name system). It is designed for ease of maintenance and access, particularly through mobile devices and smartphones. Registries report that there is strong interest in pre-registrations for this new domain.

Should your organization consider registering a dot-tel domain name? To make that decision, we suggest you consider two factors: First, will this provide a useful means for your organization to stay in touch with customers, contacts, business associates? It may not be the only means, but it may be one of several ways of making company contact information available, along with your website, telephone and business directories. It may become a standard mode of accessing contact information. Second, is there value in securing a dot-tel domain name to prevent it being registered by competitors or others who may populate it with other information or links. For other information to help make that decision, go to www.telnic.org, the site of the organization sponsoring the dot-tel domain. For an example of how a dot-tel appears and what kind of information may be stored in a dot-tel, go to: <http://largeco.tel/> or <http://emma.tel/>.

Sunrise Registration
Period until
February 2, 2009

Take note that the Sunrise Registration Period (for Trade-mark Holders Only) continues only until **February 2, 2009**. The Sunrise period is a special registration period that provides an opportunity for trade-mark holders to register a dot-tel domain name which corresponds to their trade-marks. The application date for the relevant trade-mark must be prior to May 30, 2008. The registration date for the relevant trade-mark must be prior to December 3, 2008. Applications are considered on a world-wide basis, and are determined on a first come, first served basis. An application fee of US\$399 applies for all submitted applications.

Landrush Registration
**February 3, 2009 until
March 24, 2009**

Landrush Registration is open to everyone, but at a "Premium Price" of US\$375. Pre-booking is available now with accredited registrars until February 3, 2009; then Landrush registration commences February 3, 2009 and continues until March 24, 2009. This period is designed to allow anyone to apply early for premium names and brand oriented names not protected by a registered trade-mark.

General Registration
opens
March 24, 2009

General Registration is open to everyone at a "Standard Price", which will likely be between \$20 – \$30 per year. Pre-booking available now to March 24, 2009; then general registration opens March 24, 2009. There is no upfront charge for General Registrations. If your registration is not successful you will not be charged.

We recommend that trade-mark holders consider submitting an application during the Sunrise period, and that non-trade-mark holders consider other registration options. If you have questions or require the assistance of the Brownlee Technology & Intellectual Property Group, please contact us:

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