

INTELLECTUAL PROPERTY ALERT

.TEL DOMAIN NAME INFORMATION

.TEL is a new ICANN approved top-level domain run by Telnic, Ltd. .TEL is designed to be a global directory for business and individual contact information. A .TEL domain name will not resolve to web content like normal .COM or .NET domain names. Instead, a .TEL domain name will simply provide users with relevant contact information about a company or person. Because there is no web content (i.e. pictures, designs, photos) and the contact information is stored directly in the DNS, users are supposed to be able to explore information kept on .TEL domain names more efficiently.

Telnic, Ltd. advertises that .TEL is more akin to a service that allows individuals and businesses to store and manage all their contact information and keywords directly in the DNS without the need to build, host, or manage a website. A .TEL website does not provide customers with descriptive content about a company. Instead, it provides customers with the ability to locate and link to relevant contact information about a company.

What kind of information can be stored and accessed?

- Contact Information - addresses, email addresses, telephone numbers, mobile phone numbers, fax numbers, and VoIP numbers.
- Content Links - links to http or ftp sites including company websites, portals, blogs, as well as links to partners and/or subsidiaries.
- Navigation Links - links to a company's country, state or city offices, links to different departments within a company(i.e. sales, service), or links to individual company brands.
- Geolocation - links to maps of Corporate Headquarters, store locations, warehouses, training facilities, etc....
- Indexable Text - Information about a company and its subsidiaries, corporate addresses, departments or divisions can all be indexed on the .TEL website. Additionally, companies may choose to store descriptive keywords at any level that allow users searching for those terms to find a company's relevant link.

How do customers find or use a .TEL website?

Customers can search for a company's .TEL website using Telpages, the global .TEL directory, or through search engines like Google and Yahoo. Customers may search by company name or by using keywords that describe a business.

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.TEL websites are accessible by any web browser used on any computer or any mobile device. Where possible, .TEL websites will provide clickable links to the listed data. For example, clicking the .TEL phone listing would automatically dial the listed phone number from a mobile device. Clicking the .TEL email address would allow a customer to send an email. Clicking the .TEL website link would take the customer to a specific company website.

.TEL Information Links

Telnic, Ltd, the .TEL registry, provides some useful links that will allow you to further explore the .TEL top-level domain.

Telnic, Ltd. Website - <http://www.telnice.com/>

.TEL for Businesses - <http://www.telnice.org/business-landing.html>

.TEL FAQ's - <http://telnice.org/faq.html>

Example .TEL Business Websites - <http://www.telnice.com/business-examples.html>

.TEL for Business Simulator - <http://www.telnice.com/business-simulator.html>

SUNRISE PERIOD

Telnic. Ltd. has a preferential registration period for trademark owners to allow them to protect their intellectual property. This "Sunrise" period will last from December 3, 2008 - February 2, 2009. Registrations within the sunrise period will occur on a first-come, first-served basis.

Additional information about the Sunrise period is available at the following website:
<http://telnice.org/launch-sunrise.html>

Registration and Fees

Registration is divided into three phases. We will be working with MarkMonitor to assist any clients interested in securing a .TEL domain name. The registration phases, pricing, and requirements are:

Sunrise: December 3, 2008 – February 2, 2009

- 3 year minimum registration \$75
- One time sunrise validation Fee \$550
- Reserved for owners and licensees of trademarks registered with national effect. Trademarks must have been applied for prior to May 30, 2008, and registered prior to December 3, 2008. The requested .TEL domain name must match the word elements of the trademark name. If the trademark contains special characters such as @, !, \$, %, etc. these characters may either be transcribed, replaced by a hyphen or omitted

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If an application is rejected, the applicant will have 10 days to file an appeal. If an application is accepted, third parties will have 10 days to file a challenge.

Landrush: February 3 – March 23, 2009

- 3 year minimum registration \$75
- One time premium registration fee \$550
- Any domain that is not registered during Sunrise will be eligible for Landrush registration at a premium price.

Open Registration: March 24, 2009

- 2 year registration fee \$25

All applications will be processed on a first-come, first-served basis.

Please let us know if you have a question about or are interested in securing .TEL domain name registrations.

The Intellectual Property Alert is intended to keep readers current on matters affecting intellectual property and is not intended to be legal advice. If you have any questions, please call Richard Peirce at 215.851.8398 or Sean McConnell at 215.851.6623 or any other attorney with whom you have been working. Mr. Peirce and Mr. McConnell practice in the Intellectual Property Law Department of the Philadelphia Office of Eckert Seamans Cherin & Mellott, LLC.

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