

MILTON'S BEST WEBSITES

Do You Have Your Own Domain Name Yet?

Choosing The Right Domain Name For Your Service/Business Is Crucial!

A domain name is the first step in establishing an Internet presence (web site) for your organization, business or service. To access the web site of Acme Management Ltd. or to send e-mail to the company, one must know the company's domain name. It is highly desirable to have a domain name, which will occur readily to anyone wishing to contact the company. In general, a short domain name incorporating the distinctive part of the name of the underlying business is best. Thus, acme.com is probably preferable to acmemanagement.com. But unfortunately, domain names are going quickly and if another party has already registered acme.com, then Acme Management Ltd. will have to consider one of several alternative options. One option is to see if a different, possibly less desirable domain name such as acmemanagement.com is available. A second option is to consider whether an acceptable domain name is available in a different "top level" domain

such as the .ca or .on.ca domain. A third option is to consider whether the previously registered domain name might nevertheless be made available. Unfortunately for Acme Management Ltd., things are unlikely to be that easy. There are probably many businesses named "Acme" something or other across the globe. The others may have nothing to do with management or related services but face facts, this is worldwide. Any "Acme" business considering establishing an Internet presence is likely to make acme.com its first choice as a domain name. But, only one of them can have it. The .com, .ca and .on.ca are examples of top-level domains. .com is generally used by for-profit businesses. The .ca is used by Canadian entities of various types; .on.ca would be used in most cases by organizations located in Ontario, Canada. Other examples are .org (non-profit organizations), .edu (certain educational institutions), .net (network providers), .au (Australian entities) and .jp (Japanese entities) and so on.

The "Squatting" Problem!

Speculators or "squatters" who have no serious intent to use the domain names have registered a large number of domain names. They hope to sell the domain names to the highest bidder; or, to prevent a competitor from using the domain name. Acme Management Ltd. may discover that a squatter has registered acme.com, but is perhaps willing to sell it for the right price. If Acme Management Ltd. feels that acme.com is the only choice for its Internet domain name, and then it may attempt to purchase the domain from the squatter. A better strategy may be to determine whether the squatter can be forced to release the domain by relying on the ACME trademark registration owned by Acme Management Ltd. The authorities that oversee top-level domains have established a dispute resolution policy in which trademarks play a critical role. A trademark registration can also be of vital importance, should another party attempt to legally extract from you a domain name you have already registered.

For Canadian businesses, trademark registration can be crucial in the .ca or .on.ca domain

- If it is federally incorporated; or, if it has its own physical offices in three or more Canadian provinces or territories; or,
- If it has registered the trademark ACME in the Canadian Trademarks Office.
- These requirements reduce the squatting problem in the .ca domain.

My advice, NOW is the time for your Business & Services Online. Register your own Domain Name before somebody else does!

Brian Patience
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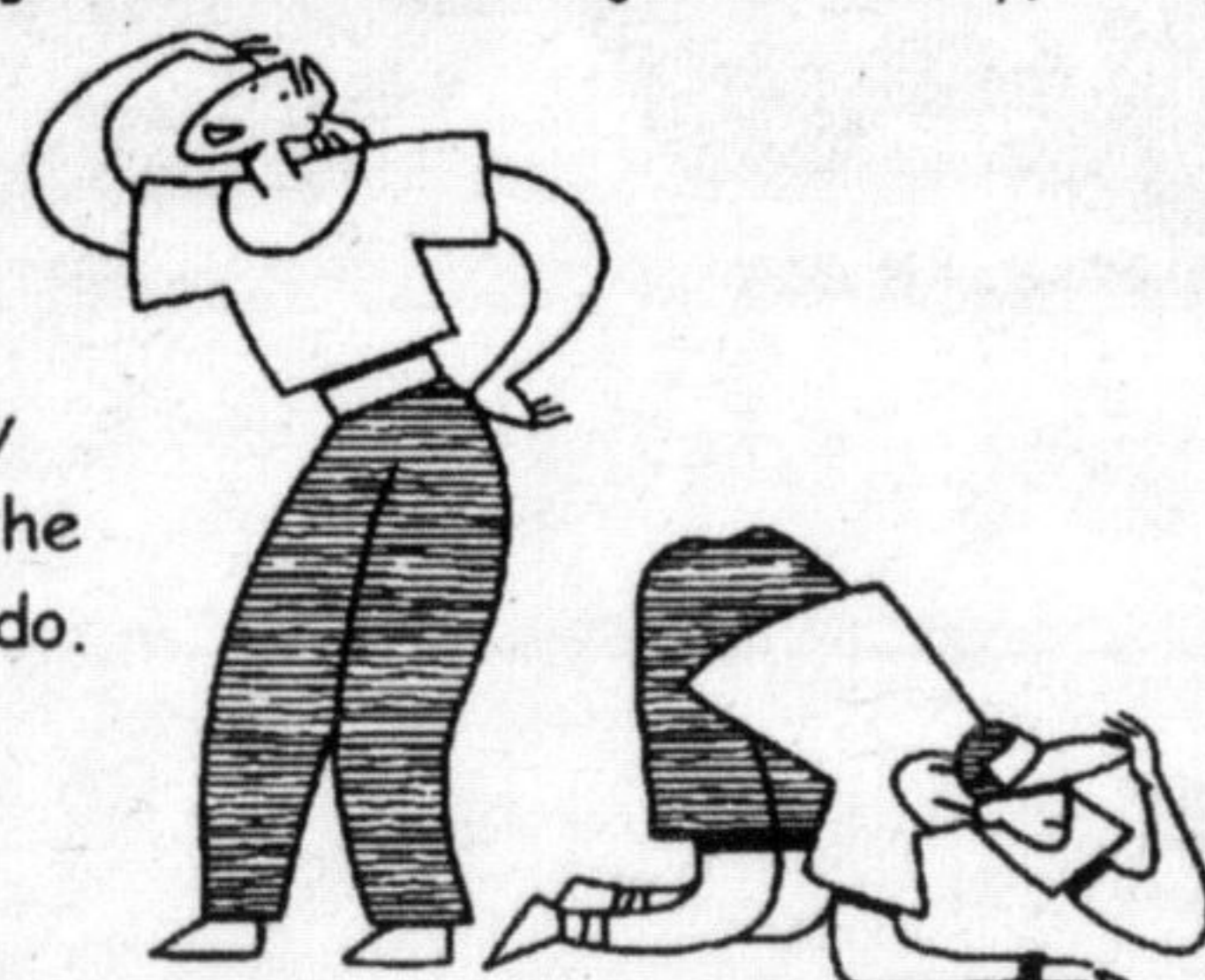


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