

# .TEL SUNRISE BRIEFING

## Autumn 2008



**.TEL offers "Click-to-Connect" technology and an entry into a live global directory you can update in real time.**

**Where other domains help you to reach websites or send emails, .TEL delivers contact information and keywords that are stored in the DNS. This is much faster than web searching.**

**You select what you want to publish under your .TEL – your email, office number, web address, VOIP or URL – so your clients can reach you and the right part of your organisation simply by typing in yourcompany.tel.**

**Sunrise for trademark owners runs for 9 weeks from 3 December 2008 featuring first come first served with initial 3 year registration term.**

## What is .TEL? Considerations for IP Owners

A .TEL registration maps domain names to contact information and keywords stored directly in the DNS. This is how it works:

1. When you register a .TEL the contact information and keywords you supply are stored in the DNS (as opposed to the IP – internet protocol number – of the servers holding your website)
2. When someone connected to the internet whether from their desktop or a mobile device, types in yourcompany.tel, the DNS returns your contact information.
3. By clicking through your contact information which you can set up in a hierarchical fashion, the user can access you directly by selecting any of the options you've stored – such as your telephone number or email address, VOIP or URL. They can even see a map of where you are.

Through this innovative use of the DNS, TELNIC Ltd., operator of the .TEL registry, is providing registrants with a global real-time contact system that is highly customisable. Furthermore, the information returned when you search for yourcompany.tel is delivered at very high speeds for little or no cost. This is because the DNS serves up the packet of information containing the contact details you have stored under .TEL much faster than a website can load. The size of this data packet is so small that many mobile telephony operators do not even charge for it.

Therefore, we believe that the primary reason why IP owners should consider registering under .TEL is to facilitate direct

communication. Whereas most IP owners have registered key marks for protective reasons in recent gTLD launches, .TEL needs to be considered on its own merits as a global contact directory that enables you to control how and where your clients and customers reach you.

As an IP professional, you may need to share with your marketing colleagues the fact that .TEL registration can serve as a single point of contact for your organisation. If you register a .TEL, anyone connected to the web can look for you through a search engine or "TelPages", a directory of Telnic registrants, using your mark and keywords you have selected.

An additional benefit is the fact that you can update your .TEL contact information in real-time through a very simple interface. This is a big advantage over the search engines which often deliver out of date information.

As the information you populate under your .TEL is hierarchical, you can also assist users to find exactly the right part of your organisation – a specific department in a particular country. For example users might go to yourcompany.tel then select Europe followed by the UK, then London then the Legal Department – and with one final click reach you directly by landline or mobile, by email, by Skype, through a Social Network or by linking through to your website.

We've set out below screen grabs from the simulator TELNIC have made available at [www.telnic.org/business-simulator.html](http://www.telnic.org/business-simulator.html) using Com Laude as an example.

Although the data returned is for illustration only, it does demonstrate the flexibility of the .TEL hierarchical system.

The first task after registration is to input the contact information you want to publish. Figure 1 shows how we have decided to populate our .TEL with data on offices in America and Europe:

Fig. 1

As soon as we've uploaded this contact information, which is done through a simple web interface in real-time, the data is immediately available to someone searching for the Com Laude Europe offices. They would receive back from the DNS in a fraction of a second the data set out in Figure 2:

Fig. 2

All that the user has to do next is to click on the phone number as shown in Figure 3 to make a call or to click on the email address to launch an email client. We could have added an option for them to find our website or to use Skype and we can change the keywords:

Fig. 3

Other advantages claimed by TELNIC include:

- The functionality of the keywords, which you select as the registrant and can update whenever you want, which will enable fast searching for yourcompany.tel across all the major search engines and in the TelPages directory of .TEL registrants.
- The ability for individuals to list membership of social networks from LinkedIn to Facebook, Twitter to MySpace in their directory so that they can be reached through these media.
- The option for business and individual users to set access rights so that selected information is held back. You decide what you want to keep private and can tailor it in real time. This might be useful in giving premium clients access to a direct Help Line, for example. You can change your priorities on the move.
- The ability to use local languages in setting the keywords.

If this summary describes how business users can use .TEL registrations to improve communications with colleagues and customers – imagine how easy it will make the routing of sales enquiries, the handling of consumer complaints or the running of promotions - what are the disadvantages for IP owners?

The biggest disadvantage of .TEL to IP owners is likely to be its popularity with the general public. Telnic have been busy promoting .TEL to the domainer community who have responded enthusiastically, as have domain wholesalers who are eager to exploit the commercial opportunities of popular terms.

Some domainers have said they may put a premium rate number in a .TEL entry leading to a new definition of "Pay Per Click".

Moreover, because there is no requirement to design or maintain a website, .TEL registrations are likely to appeal to individuals and small businesses who will value the ability to create a web presence with a simple .TEL registration. If the so-called retail registrars who sell to the mass-market get their promotions right, .TEL could prove a very fast growing gTLD.

Therefore we strongly recommend that IP owners who may not want to use .TEL for communication purposes consider pre-emptive registration of the company name and key trade marks at least for protective purposes.

## Who is behind .TEL?

Telnic Ltd, a company incorporated in England and based in London's West End, is the Registry Operator for .TEL and

directs the .TEL Sponsoring Organisation. It was awarded the .TEL gTLD on 30 May 2006 by ICANN, the Internet Corporation for Assigned Names and Numbers.

Telnic has appointed Neustar Inc., based in the USA, to provide back-end technical services in running the .TEL registry.

## When does .TEL launch?

The .TEL Sunrise, restricted to registered trade mark owners, will run from 3 December 2008 – 2 February 2009.

The Landrush, when registration will be open to all who are prepared to pay a premium price will run from 3 February – 23 March 2009.

General Availability will open on 24 March 2009.

## Who is eligible to apply for a .TEL?

.TEL is a sponsored gTLD in that registrants are automatically joined to a community of users who agree to adhere to an Acceptable Use Policy. This requires registrants to maintain accurate contact details and to ensure that every registration features a functioning NAPTR record (a domain name resource record holding contact information called a Universal Resource Identifier unique to the registrant). This NAPTR record could be a telephone number, an email address, an instant-messaging handle or a web link associated with the registrant.

In other words, anyone, anywhere in the world who abides by the Telnic Acceptable User Policy is free to register a .TEL domain name.

Go to <http://www.telnic.org/downloads/AUP.pdf> for the Telnic AUP. TELNIC will automatically populate a NAPTR record on point of registration. This requirement ensures that .TEL domain names are used and that the TelPages directory remains up to date and therefore useful.

## Who is eligible under the .TEL Sunrise?

Any registered trade mark owner can apply under the .TEL Sunrise, wherever they are based provided the trade mark was applied for at a national or international registry before **30 May 2008** and the term was registered prior to the date of submission of the Sunrise application.

Licensees and assignees of eligible trade marks are also eligible provided they supply a "Certification Form" completed by the owner of the trade mark. Certification Forms will be created by the Validation Agents (see below).

## What are the syntax requirements under the .TEL Sunrise?

Eligible .TEL Sunrise applications must feature:

- For applications based on word marks: an exact match between the trade mark and the domain name.
- For applications based on figurative signs or logos: an exact match between the domain name and the trade mark provided the word element can be clearly separated from the device element without any possibility of mis-reading the characters.
- Ascii characters A-Z, 0-9 and hyphens (-) are allowed; names consisting entirely of digits are not permitted
- A minimum of three characters and a maximum of 63 characters
- The replacement of non-Latin characters, so É must become E
- The elimination or replacement with a hyphen of special characters such as spaces, @, !, \$

## Allocation of names under the .TEL Sunrise & Landrush

Applications under the .TEL Sunrise must be submitted through an ICANN Accredited Registrar and will be processed on a First Come First Served basis.

Competing applicants for the same term will not be placed in an auction: the first correct, up-to-date and accurate application will be accepted.

Each applicant will receive confirmation of the time and date on which the .TEL Registry received a Sunrise Application to assist in disputes.

The .TEL Registry will queue applications for the same term in order of receipt at the registry. It will pass the first complete application to the Validation Agents for verification. If the first application is rejected by the Validation Agents, the .TEL Registry will submit the next complete application for validation, based on the time stamp.

## Registration Period

Domain names registered during the Sunrise will be registered for an initial period of three years.

Domain names secured during the Landrush will also be registered for an initial term of three years.

Domain names registered during General Availability will be registered for an initial term of one year.

## Validation of Sunrise Applications

Deloitte has been appointed as the Validation Agent for the .TEL Sunrise. The Deloitte team will be led by Bart Lieben who directed the .ASIA and .ME Sunrises and in a previous role led the .EU and .MOBI Sunrises. This appointment means that IP owners will benefit from consistency and a process that has been proven.

The Validation Agents may require applicants to supply documentary evidence to substantiate a trade mark claim made in a Sunrise application such as:

- An electronic copy of a certificate of registration from a trade mark office
- A certified translation of documents that are not in English

The Rules of the .TEL Sunrise state that, "It is the Sunrise Applicant's responsibility to ensure that the information submitted with a Sunrise Application is correct, complete, legible, accurate and otherwise sufficient to verify on a prima facie basis the validity of the claims"

## Sunrise Reconsiderations

Any party that has its application rejected by the Validation Agent can apply for a Sunrise Reconsideration provided it submits the Reconsideration application within 10 days and pays the Sunrise Reconsideration Fee of \$500. The sole grounds that an original applicant has for Reconsideration are that the information initially provided should have been accepted by the Validation Agent.

Equally, any third party can initiate a Reconsideration Proceeding provided they apply within 10 days and pay the Reconsideration fee. The grounds for a third party Reconsideration are that:

- The applicant is not the owner of the trade mark nor its authorised licensee or assignee
- The domain name applied for is not identical to the eligible trade mark
- The trade mark is not eligible

The Validation Agent at its discretion can request that the initiator of a Reconsideration supplies additional documentary evidence.

## Sunrise Application Database

Telnic will publish the key details of every Sunrise application in the .TEL Sunrise Application Database including:

- The applicant
- The trade mark that is the basis of the application
- Claims for the domain name filed by others
- The status of the application namely: Accepted, Rejected, Pending or Sunrise Reconsideration Pending

## The .TEL Whois

The .TEL whois will be operational from the 3 February 2009, when the Sunrise closes and the Landrush begins. The .TEL Whois policy will comply with data protection legislation in the UK and is based on the following rules:

- All Natural Persons (individuals) who are registrants can opt out of unrestricted access to certain personal contact information;
- All Legal Persons (companies/organisations) who are registrants will have all their contact information displayed;
- Parties having a legitimate need to access information belonging to a registrant who has opted out of the Whois database will be able to do so under certain strict conditions via a "Special Access System" (SAS).

## Post-Registration Disputes

All .TEL applications, whether made under the Sunrise, Landrush or General Availability will be subject to the Uniform Dispute Resolution Policy (UDRP) which is mandatory for all gTLDs.

## Further Information on .TEL

For further information on .TEL we recommend that you go to the excellent .TEL website at [www.telnic.org](http://www.telnic.org) and view the demonstration videos and other material they have created. You may want to pay special attention to the Sunrise Policy, the Sunrise guide and the Acceptable User Policy which are all available at: <http://www.telnic.org/launch-sunrise.html>

## Our Services

We are both an ICANN and a .TEL Accredited Registrar and we can assist you in filing registrations under the .TEL Sunrise, the Landrush and General Availability. A downloadable application form is available at [www.comlaude.com/tel](http://www.comlaude.com/tel).

## Our Services (cont.)

We will enter the contact information for your .TEL registration. If you don't know what to put, we can always populate your entry with your main URL (website address) and help you to update it later.

We will be using the Community Hosting package developed by .TEL to host all .TEL domain names because of the unique requirements of this innovative gTLD.

## Our Fees

All above fees are exclusive of VAT. Official .TEL fees will be recharged at the prevailing exchange rate and will be refunded if the application is not successful. Com Laude fees will not be refunded

<i>Period</i>	<i>Term</i>	<i>Official .TEL registry fees in \$</i>	<i>Com Laude Service Fee</i>
Sunrise for registered trade mark holders	Mandatory three year registration	\$275 per domain for three years Plus \$8 per year for three years	£125 for new applicants; £100 if you have registered before with us
Landrush open to anyone	Mandatory three year registration	\$275 per domain for three years	£75 for all applicants
General Availability	Minimum 1 Year Registration	\$8 per domain per year	£30 for all applicants during first month of period

For the Com Laude .TEL Sunrise Application Form call us on +44 (0)20 7836 0070 or email us at tel@comlaude.com. The Com Laude .TEL Sunrise programme is being managed by Hayath Hussein.

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