



# FINAL CALL:

## Priority Registration of Your .Asia Domain Name!

Nov 13, 2007 – Jan 15, 2008

What is 'Priority Registration'? It is the opportunity to register your .Asia name BEFORE the general public is eligible!

SUNRISE

Sunrise is a domain industry term for a Priority Registration Period for prior rights holders and relevant stakeholders to register and protect their names in a domain registry before it is opened for registrations from the general public.

2007.10.09 – 2007.10.30  
**SR2a: Early Bird Sunrise (COMPLETED)**  
Trademarks applied for on or before Mar 16, 2004  
Demonstrable usage of trademark required

2007.11.13 – 2008.01.15  
**SR2b: General Marks Sunrise**  
Trademarks applied for on or before Dec 6, 2006  
Trademarks registered around the world accepted

**SR2c: Extended Protection**  
Mark + Generic Words describing business  
Combination of 2 or more Marks

**SR3: Registered Entity Names**  
Registered company / organization names in Asia  
Romanized company names or trademarks  
Trademarks with existing TLD (omission of suffix)  
Domains subject of UDRP Proceeding

LANDRUSH

Landrush is a domain industry term for the initial period of Open Registrations. Anyone can compete for the best domain names available.

2008.02.20 – 2008.03.12  
**Landrush (Open Registration)**

During the .Asia Landrush, all applications received within the period will be considered to be received at the same time. Domain names with only one application will be awarded to the applicant. For domain names with more than one application, an auction will be held between the applicants. During the Landrush period, regular WHOIS service will not be available to avoid harvesting of application information.

GO LIVE

2008.03.26  
**Go Live**

Upon Go Live, the .Asia registry will begin normal First-Come-First-Served registration of .Asia domain names.

## .Asia for the Asia Century

Are you ready for the Asia Century?

.Asia will be the breeding ground for Internet and business communications across Asia. .COM fuelled the explosion of e-commerce in the US; .EU launched to over 2.5M registrations within its first year. Asia already has by far the largest online population, and is today the global force in the international commercial, political and cultural network. Are you ready for the Asia Century?

## The World Searches for Asia

Will they find you there?

Internet users are actively looking for information about Asia. Overture statistics report that "Asia" (or "Asian") is searched over 20 times more than "EU" and almost 5 times more than "Europe". As a highly relevant type-in keyword, a .Asia domain improves your visibility on the Internet. Your customers are seeking services and information in or about Asia. Will they find you there?

## Natural Word, Natural Brand

What are you waiting for?

Asia is a natural word used in everyday language. Even US companies readily adopt "Asia" in their brands. Records from USPTO show more marks incorporating "Asia" than "Europe"; Amazon returned twice as many magazines when searching "Asia" vs "Europe". Global brands such as Yahoo.Asia, SonyEricsson.Asia, Time.Asia already registered their .Asia domain. What are you waiting for?

## A Gateway to All of Asia

Have you got a name for all of Asia?

.Asia is a gateway to Asia, and a presence that shows commitment to the whole Asia market. Even if you already have dedicated sites for China, Japan or India, etc. .Asia provides value for the rest of Asia. When your customers expand to Asia, you want to let them know your commitment to Asia as well. A .Asia domain provides that simple and effective signal. Have you got a name for all of Asia?

Do you want to be part of the action in Asia?

## From Asia / For Asia

.Asia provides value for companies from Asia as well as ones providing services for Asia. When people around the world seek information in Asia, be it trade with China or leisure trips to Malaysia, they search for "Asia". For companies from Asia, .Asia increases your online visibility globally. For US or European companies, .Asia is your channel to the Asia market. Do you want to be part of the action in Asia?

## SPECIAL NOTICE:

If you already have a domain name registered in select ccTLDs in Asia (e.g. .com.au, .co.jp, .co.kr, .com.hk...) you are automatically pre-qualified for .Asia Priority Registration.

If you have a trademark with a TLD suffix, you can omit that suffix in your .Asia Priority Registration application.

If you have a trademark or registered company in an Asian language, you can apply for the standard Romanized version of the name.



## EXCLUSIVE INVITATION:

You are qualified for .Asia Priority Registrations if you have ANY ONE\* of the following:

- ✓ A trademark registered anywhere in the world
- ✓ A company registered anywhere in Asia
- ✓ A domain name registered in select ccTLDs in Asia
- ✓ Won a UDRP proceeding for a domain

\* Trademark or company must be registered on or before Dec 6, 2006. Select ccTLDs include .com.au, .co.jp, .co.kr, .com.my, .com.hk, etc. For more detailed information, please see .ASIA Sunrise Policies, .ASIA Sunrise Addendum and the Special Advisory on Sunrise 3 at: www.registry.asia



Don't miss the last chance for protecting your company name or trademark in the new .Asia domain. Priority Registrations close Jan 15, 2008.

Apply for Priority Registrations or Pre-Register your .Asia Domain for Open Registrations NOW!  
Contact your trusted Registration Agent:

**eurodns™**  
EUROPEAN DOMAIN NAME REGISTRATION

**asiadns™**  
ASIAN DOMAIN NAME REGISTRATION

Register online at [asiadns.com](http://asiadns.com) or contact the EuroDNS/AsiaDNS support team if you have questions: [support@support.eurodns.com](mailto:support@support.eurodns.com)