



## .CO Domain Names: the .COM Alternative?

### **IT Tip Corner**

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A new land-grab is occurring on the World Wide Web.

There are presently more than 90 million domain names registered with the .COM extension. Now, 25 years after the launch of the .COM domain extension, domain space is crowded and availability is sparse; thereby, making the selection of a suitable domain name difficult.

Recently, however, a new .COM domain name competitor has entered the fray. On July 20, 2010, in a described "*landrush event*," the ".Co" domain became available worldwide via participating registrars (e.g., Go Daddy). In the first 24 hours, nearly 250,000 .Co domain names were registered.

The new .Co domain will be treated as an international domain name and is especially appealing for business, corporations, and other forms of commerce. For example, many well known companies, including Amazon, American Express, Apple, Nike, and Coca-Cola, have already secured ".Co" domains.

If you are interested in purchasing a .Co domain name, contact a member of Foster Swift's Business Corporate Practice Group or a participating registrar.

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