

The Idiot's Guide to Domain Names

Expert knowledge means success

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Note: This publication has not been updated since it was last published. Some of the hyperlinks may have changed and may need updating. In addition, some of the information in this publication may be out of date.

What is a "Domain Name"?

Quite simply, a Domain name is used to identify and locate places on the Internet. Internet domain names provide a system of "easy-to-remember" Internet addresses (i.e. `www.your-domain-name.com`) which are translated by the "Internet System" (actually called the DNS system) by a series of numbers (called Internet Protocol numbers) into numeric "Internet Protocol" (IP) addresses that are used by computers on the Internet.

A domain name is a unique reference, just like your own name (such as John Brown) except that if you own your domain name (such as `www.johnbrown.com`), nobody else can use it. Unlike your own name, for which there may be many John Brown's in the world, once you've registered your domain name, nobody else can use it in exactly the same format - others may register a variation such as `www.john-brown.com` or `www.john.brown.com` or even `johnbrownofuk.co.uk` since these names aren't exactly the same as `www.johnbrown.com`.

When your domain name is placed (through having your own website) on a computer that's permanently connected to the Internet (called "hosted"), computers all over the world can come to your organisation and see what you are selling or saying. Here's how a domain name works, and what each part is called:

<code>www.</code>	<code>bizezia</code>	<code>.com</code>
Part 1: hostname (Set up by your ISP)	Part 2: domain (You choose this part - this is the Bizezia domain)	Part 3: top-level domain (TLD) (You choose this part)

When choosing Part 2, the domain, think about the name of your company, your product, or the subject of your website. Even if you are new to the Internet, you will have noticed how important it is for a company to have an easy-to-remember domain name that users can easily associate with that particular company. Try to find a name that is as short as possible, and as close to your real company name as possible so that your users can find you easily on the Internet. A name that is about 10 or 12 characters in length (or less) is better than a longer name.

Examples of Domain Names

`John brown.co.uk` - *invalid* because you can't use a space character

`johnbrown.co.uk` - *valid*

`john--brown4meat.co.uk` *invalid* because can't place two or more hyphens next to each other

`4meatcome2johnbrown.co.uk` - *valid*

`johnbrown's.com` - *invalid* you can't use characters other than letters a-z, numbers 0-9, hyphen (-)



An Internet domain name is "unique". It allows you to have an "identity" or presence on the Internet.



Did you know?
The first ever domain name to be registered was symbolics.com - on 15 March 1985.

Why do you need a Domain Name?

Good Looks

The first reason is one of appearance and perception.

With a domain name your web site could be:
<http://www.johnbrown.com>

Without a domain name your web address would be similar to:

<http://someoneelse-probably-an-isp.com/johnbrown>

or maybe:

<http://johnbrown.someoneelse-probably-an-isp.com>

With a domain name your email addresses could be:

johnbrown@johnbrowncompany.com

Without a domain name your email would be similar to:

johnbrown@johnbrowncompany.someoneelse-probably-an-isp.com

or maybe:

johnbrown@someoneelse-probably-an-isp.com

Having your own domain name "looks" much better than the address you get with a standard Internet account with your Internet Service Provider (called an ISP).

Added Value

A domain name adds value to your Internet presence and is therefore of great value to your organisation. A good domain name can be an important part of your marketing strategy. But domain names aren't just for businesses or organisations - many people register names for their own personal use.

Cost Savings

Once you've registered your domain name, it belongs to you. You can have it hosted with your ISP and, if you move you can move to a new ISP, your domain name can follow. This can save you both time and trouble in not having to reprint letterheads, business cards etc. nor having to advise all your customers of new contact details.

Good Business

Your domain name is your identity on the Internet. If you want people to find you on the Internet, either to send you an e-mail or visit your web site, you should have a domain name to help them find your location. Most companies select domain

names that are relevant to either their company, their products or their company name.

Some companies and individuals like to register domain names that they may use in the future or just to protect the name. You can market your company, your products and your services to a worldwide audience by creating an Internet site. You can even move into E-Commerce and use your site to make your company money. And you can make it easier for your customers to find you and do business with you.

What Domain Names are available?

Domain names are being registered at an amazing rate - more than 30,000 a week are being registered worldwide. You should register your domain name immediately as in the near future most of the memorable domain names will have been taken and only obscure domain names will remain.

Please refer to the end of this publication for the basic rules on what can be included in a domain name.

What does it mean to "register" a Domain Name?

The Internet domain name system (DNS) consists of a directory, organised hierarchically, of all the domain names and their corresponding computers registered to particular companies and persons using the Internet. When you register a domain name, it will be associated with the computer on the Internet you designate during the period the registration is in effect.

At the end of this publication, we've provided a summary of the basic rules for domain name registration.

Protecting your Domain Name until you're ready to use it

Sometimes, people register a domain name as a protective measure (to use later on when they are ready or to prevent someone else registering the name). If they have an existing website in use and have registered the new domain name for these reasons, using something called "Web Forwarding" can be very helpful - someone trying to find you via your new domain name can be pointed at another web site. Web Forwarding is an inexpensive service as an interim measure (thus avoiding setting up a website for the new domain name) as all it requires the domain name owner to have either another website or web hosting somewhere else.

Example:

<http://www.johnbrown.co.uk> could be forwarded to
<http://www.johnbrown.aol.com>.

Having registered your new domain name, it can be held (looked after) by the company with which you registered it. As already mentioned, some people prefer to have the name held for them until a later date or to stop another company from taking their name.

Many organisations now offer E-mail Forwarding which is another low cost service which allows you to start receiving email at your domain without having a website. E-mail Forwarding works the same way as Web Forwarding. All the e-mail going to your new domain can be automatically re routed to another e-mail address.

Example:

jbrown@jbrown.co.uk could be forwarded to
jbrown@jbrownco.aol.com

Domain Name Masking - sometimes referred to as URL Masking or URL Gripping allows your domain name to remain within the address bar of the browser even when the surfer has been transported to your web site on your free ISP account. Without the use of the Domain Name Masking technology, the forwarding URL (ie your web address on your free ISP account) would show in the browser address bar... losing much of the effectiveness of your own domain name.

How long does a registration last? Can it be renewed?

The initial registration period is usually two years. Existing registrations can be renewed one year at a time. Domain name registrars have the flexibility to offer initial and renewal registrations in one-year increments, with a total registration period limit of ten years.

How much does a Domain name registration cost?

Each domain name registrar sets the price it charges for registering names, and prices vary significantly among different registrars. In addition, some registrars offer discounted or free registration services in connection with other offerings, such as web hosting. Domain name prices usually include nominet and internic fees.

The cost to register a domain name can vary from Domain Name Registrar to Domain Name Registrar depending on the additional services they provide in conjunction with the purchase of a domain name. It's best to check on the Web for the best prices available on the day you want to register your domain name. Each Registrar sets the price it charges for registering names, and prices vary significantly among different Registrars. In addition, some Registrars offer discounted or free registration services in connection with other offerings, such as web hosting. Remember that cost isn't the only factor - speed of registration is equally, if not more important than cost.



ICANN may help owners recover domain names after expiry

The Internet Corporation for Assigned Names and Numbers (ICANN) is responsible for the systems that match domain names to web pages. It has policies for what happens if a user forgets to register a domain name and whether the person can make a claim for names after that date has passed. This is called post-expiration domain name recovery.

ICANN is reviewing whether or not people have enough opportunity to reclaim domain names that they have allowed to expire. A committee of the domain name administration body has said that current rules do not work. The review was ordered by ICANN's At-Large Advisory Committee (ALAC). "The ALAC request ... alleges that current measures aimed at recovering an expired domain name 'have proven to be ineffective'," said a report on the issue late last year. ICANN has now asked for public comments on how it could operate the system with better results. Source: www.out-law.com/page-10328

Example costs (exclusive of vat) are as follows but prices change quite often:

Extension	Price	Period
.co.uk .org.uk .ltd.uk .plc.uk	£10.00	2 years
.com .net .org	£12.50 £25.00 £62.50 £125.00	1 year 2 years 5 years 10 years
.info .biz	£25.00 £62.50 £125.00	2 years 5 years 10 years
.gb.com	£20.00	2 years
.us.com	£35.00	2 years
.uk.com .uk.net	£50.00	2 years
.gb.net	£50.00	2 years
.eu.com	£50.00	2 years
.me.uk	£15.00	2 years
.web.com	£50.00	2 years

SOURCE: www.domain-names-at-zylem.com

Who owns a Domain Name?

Once a domain has been registered it is owned by the registrant which can be a person, company or organisation. It does not need to be a registered company unless it is a .ltd.uk or .plc.uk domain names.

Domain Name Disputes

Domain name disputes deal with the rightful ownership of the domain name address but are not concerned with the ownership of website content.

Domain name disputes range from the very simple to the very complex. They often involve allegations that one party is attempting to trade off another party's goodwill and frequently focus on the conflict between a trade mark (registered or unregistered) of one party and an identical or similar domain name registered by the other party.

A great deal of time and money can be spent trying to resolve such disputes which is why many of them are resolved by recourse to the official registries or their nominated dispute bodies, such as Nominet for .uk and WIPO for .com and various other domains. Alternatively, domain name disputes can be

resolved through the courts or by a resolution process called mediation. Mediation is a voluntary, non-binding, private dispute resolution process in which a neutral mediator assists the parties in trying to reach a negotiated settlement.

Uniform Domain Name Dispute Resolution Policy

All registrars in the .biz, .com, .info, .name, .net, and .org top-level domains follow the Uniform Domain-Name Dispute-Resolution Policy (often referred to as the "UDRP"). Under the policy, most types of trademark-based domain-name disputes must be resolved by agreement, court action, or arbitration before a registrar will cancel, suspend, or transfer a domain name. Disputes alleged to arise from abusive registrations of domain names (e.g. cybersquatting) may be addressed by expedited administrative proceedings that the holder of trademark rights initiates by filing a complaint with an approved dispute-resolution service provider. To invoke the policy, a trademark owner should either (a) file a complaint in a court of proper jurisdiction against the domain-name holder (or where appropriate an in-rem action concerning the domain name) or (b) in cases of abusive registration submit a complaint to an approved dispute-resolution service provider (see below for a list and links).

The following documents provide details:

- Uniform Domain Name Dispute Resolution Policy - This policy is followed by all registrars and can be viewed at: www.icann.org/en/udrp/
- Rules for Uniform Domain Name Dispute Resolution Policy - These rules are followed by all dispute-resolution service providers, with supplementation by each provider's supplemental rules and can be viewed at: www.icann.org/en/dndr/udrp/uniform-rules.htm
- List of Approved Dispute-Resolution Service Providers can be viewed at: www.icann.org/en/dndr/tdrp/approved-providers.htm
- Information Concerning Approval Process for Dispute-Resolution Service Providers can be viewed at: www.icann.org/en/dndr/udrp/approved-providers.htm

Dispute Policy for domains ending in .uk

Disputes involving UK domain names are handled by Nominet UK.

Internet address regime launches expansion of domain names

One of the biggest changes to the internet since its inception 30 years ago means that, anyone will be able register any web address suffix for \$185,000 (£119,000). This change took place on 12 January 2012.

Ford, for example, can apply for the rights for .ford, while Pepsi is, apparently, keen on buying up .pepsi so it can launch a drink.pepsi website. Boris Johnson, the Mayor of London, has announced City Hall's intention to register .london. A number of other cities, including New York, Paris, Sydney, Rome and Berlin, are also planning to launch their own top level domains (TLD).

The launch of the so-called "dot brand" names is the latest big change to the strict rules governing internet nomenclature since the launch of .com in 1985. Since then, industry body Icann has opened up the internet to country codes, such as .uk, .fr, and .de, and 22 other generic suffixes, including .info, .gov, .eu, and .cat (for Catalan rather than felines).

The biggest recent change came last year when .xxx was created to give adult websites their own space on the internet. The new top-level domain (TLD), launched with the slogan "let's be adult about it" boasts 250,000 websites in the nine months since it went live in April 2011.
Source: www.guardian.co.uk

Nominet UK is the registry for .uk internet names. They manage the authoritative database of .uk domain name registrations. They are a not-for-profit company and have members instead of shareholders.

Nominet is officially recognised as the .uk domain name registry by the internet industry, users and the UK Government.

They do not proactively sell domain name registrations, but provide neutral advice on registering and maintaining domain names. They encourage all stakeholders to get involved in .uk policy development and you can find out more about this through the work of their Policy Advisory Body at: <http://www.nominet.org.uk/policy/process/>

Nominet also operates a Dispute Resolution Service that attempts to resolve domain name disputes. Further information on this service is available at: www.nominet.org.uk/disputes/drs/

What is an NIC?

NIC stands for Network Information Centre. A Network Information Centre is responsible for administering every Domain Name record registered under its particular top-level domain. Each top-level domain has its own NIC. More than one top-level domain can be administered by the same NIC. For example, the .com, .org and .net top-level domains are run by InterNIC. Each NIC is responsible for setting the fees for registering a name under their top-level domain. The UK NIC is called Nominet.

Tips

Choosing the correct domain names for your business, your brands, your products and your services

- Make it short - users don't like to type lengthy names. Shorter names are easier to remember too.
- Make it sharp and focussed - your domain name is the key to your Internet presence. So it should be easily recognisable, easy to remember. It should also relate directly to your business name, brand, products, services or activities.
- Choose your location - if your company is located in the United Kingdom, it's best to register a .co.uk domain name even if your business activity includes export trade. If you have an

international presence, i.e. an overseas office or project then a Top Level Domain such as .com or .net might be better for you. Many businesses choose to register all three, and this is something we recommend too. All three addresses can "point" (by "web and mail forwarding") to the same email account and website.

- Be intuitive - when users search the Internet for a particular product or service they often search by product or service, rather than business name. To increase the chances of them finding your site, you can register extra domain names that relate to your core business or products, e.g. a vineyard may choose wine.com or grapes.net as well as its company name.
- Have local addresses - you might decide to open a "virtual office" in another country. For example, johnbrown.co.uk could also register johnbrown.co.fr, which may "point" towards the same site and so attract a larger number of web visitors. You will need to check if a physical local presence is required in the country in which you want to register this extra domain - see Basic Rules for Domain Names at the end of this publication.
- Choose the right category - UK Limited Companies can register .ltd.uk domains as well as the popular .co.uk. Public limited companies can use .plc.uk.
- Have the right format - domain names are not case sensitive. It's best to keep your domain in lowercase. UK domains need to be between 3 and 64 characters long, but different rules apply in different countries - see Basic Rules for Domain Names at the end of this publication.
- Why not use a number? - if you wish, you are allowed to use numbers in your choice of domain (such as johnbrown4groceries.com). You might choose a domain name based around a memorable phone number, such as your freephone number.

Basic Rules for Domain Names

Domain Names have a variety of basic rules:

Domain Name Rules for Top Level Domain (called TLD) Names

With a .com, .net, .org domain name¹:

- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Cannot have more than 67 characters (including .com, .net, and .org)

- Country code domain names cannot exceed 26 characters total
- Domain names are not case sensitive
- Domain names cannot include spaces

.COM, .NET and .ORG Domain Names

- .COM - to be used for commercial and personal sites
- .ORG - recommended for not-for-profit organisations
- .NET - recommended for companies involved in Internet infrastructure
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 64, not including .COM, .NET and .ORG

.CO.UK and .ORG.UK Domain Names

- .CO.UK - UK TLD used for both commercial and personal sites
- .ORG.UK - UK TLD used for both commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 23, not including .CO.UK and .ORG.UK

.AC and .SH Domain Names

- .SH - St. Helena, to be used for both commercial and personal sites
- .AC - Ascension, to be used for both commercial and personal sites
- There is no residency requirement
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 23, not including .AC and .SH

.MS, .VG, .TC, .GS and .TF Domain Names

- .MS - Montserrat, to be used for both commercial and personal sites
- .VG - British Virgin Islands, to be used for both commercial and personal sites
- .TC - Turks and Caicos Islands, to be used for both commercial and personal sites
- .GS - South Georgia & South Sandwich Islands, to be used for both commercial and personal sites
- .TF - French Southern Territories, to be used for both commercial and personal sites

- There is no residency requirement
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .MS, .VG, .TC, .GS and .TF

.MD Domain Names

- .MD - Moldova, to be used for commercial sites relating to the medical profession
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .MD

.KY Domain Names

- .KY - Cayman Islands, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .KY

.TO Domain Names

- .TO - Tonga, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .TO

.FM Domain Names

- .FM - Micronesia, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .FM

.KZ Domain Names

- .KZ - Kazakstan, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .KZ

.CO.NZ, .ORG.NZ and .NET.NZ Domain Names

- .CO.NZ - New Zealand, intended organisations pursuing commercial aims & purposes
- .NET.NZ - New Zealand, intended organisations or services providers related to the NZ internet

- .ORG.NZ - New Zealand, intended for non-profit organisations
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .CO.NZ, .ORG.NZ, and .NET.NZ

.DK Domain Names

- .DK - Denmark, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .DK

.AS Domain Names

- .AS - American Samoa, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .AS

.RO Domain Names

- .RO, .COM.RO - Romania, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .RO

.ZA Domain Names

- .CO.ZA - South Africa, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .ZA

.CO.IL and .ORG.IL Domain Names

- .CO.IL - Israel, to be used for commercial and personal sites
- .ORG.IL - Israel, intended organisations pursuing commercial aims & purposes
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .IL

.LT Domain Names

- .LT - Lithuania, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .LT

- No more than 10 domain names may be registered by any individual or organisation.

.CX Domain Names

- .CX - Christmas Island, to be used for commercial and personal sites
- Use only letters, numbers, or dash ("-")
- Cannot begin or end with a dash
- Must have at least 3 characters, but less than 26, not including .CX

.WS Domain Names

- .WS - WorldSite, to be used for commercial and personal sites
- Use only letters, numbers, or hyphen ("-")
- Cannot begin or end with a hyphen
- .WS domains must have between 4 and 59 characters, not including the .WS extension

New Domain Names

The World Internet Forum (WIF) has said that the number of IP (Internet Protocol) addresses that are available to connect devices to the net is going to fall well short of demand from businesses hungry for a web presence and individuals wanting access to the power and information the Internet holds.

Currently, there are some 200 countries that accept domain name registrations - and each has a very different registration requirement. Different languages are no challenge to the domain name system - registration of domain names using other language scripts - such as Chinese characters - has already started.

To ease the domain name shortage, ICANN (Internet Corporation for Assigned Names and Numbers - the organisation that controls new top-level names) have voted for seven new names out of an original choice of almost 200. Currently, the crowded .com field numbers over 20 million addresses. For a while at least, competition for Internet domain names should be less intense.

Recently added Names

.name - individuals
.museum - museums
.pro - professionals
.aero - aviation
.coop - cooperatives

OFT Guidance on misleading trading names

On 20 April 2012, the OFT issued guidance² on misleading or otherwise undesirable trading names for businesses which offer credit services or products. Among other practices, the guidance is designed to stop businesses from misleading consumers about their commercial status by using names such as 'Helpline' or 'Debtline', or any name that implies a business is a charity or public service such as 'Citizens Advice Bureau' or 'Government'.

As a general principle of fair business practice, names used by a commercial enterprise should never seek to mislead consumers looking for free, impartial, charitable or public sector assistance. Similarly, a trading name should not give a misleading or otherwise undesirable indication of:

- the services to be provided;
- the cost of the products on offer;
- the scale of the business, including its geographical scope
- the relationship of the business to other businesses.

For example, the use of names such as 'Cheap Loans for All', that imply credit is available regardless of the borrower's financial circumstances, is likely to be challenged by the OFT. Similarly, names that indicate some aspect of the cost of a service, such as 'No Interest Loans' or 'Lowest UK Prices', will only be acceptable where there is evidence that the name is an accurate description of the service or product on offer.

A name should also not imply a business has exclusive or officially sanctioned authority to offer the product in a specific locality, for example, the 'Manchester Office of Fair Advice', unless such authority exists and can be demonstrated.

The guidance applies to any trading name a business uses which is linked to the provision of credit or ancillary credit services. This includes on-line domain names and web-site addresses. It also covers, for example, online names used by 'lead generators' where they are engaged in activities for which a credit licence is required. Businesses must notify the OFT of all trading names under which they carry out licensable activity and must satisfy the OFT that the names are not misleading or otherwise undesirable. Names that are considered to be

misleading are likely to be refused on new and renewal licence applications and on application to vary a consumer credit licence.

In December 2010, the OFT refused an application from Baker Evans Limited to use the trading names 'The Bankruptcy Helpline' and 'The Insolvency Helpline'. In October 2011, the OFT also stopped Money Advice Direct Limited (MADL) using its former existing trading name, 'The UK Insolvency Helpline' and proposed domain names including the word 'helpline', because they failed to make the commercial nature of the business clear to consumers. Where a business insists on using a name considered by the OFT to be misleading or otherwise undesirable, appropriate action to prevent the name from being used is likely to be taken.

David Fisher, Director of Consumer Credit, OFT said: 'Businesses are free to choose trading names as long as they are not misleading or otherwise undesirable. For example, where they do not make clear the nature of a business or where it pretends to be something it is not. The name of a business can be important to consumers when choosing a supplier and they should not be misled in this regard.'

The guidance ("Misleading or Otherwise Undesirable Names") is available at: http://www.ofc.gov.uk/shared_ofc/reports/consumer_credit/OFT1378.pdf

Where an applicant insists on seeking or retaining a name that the OFT considers to be misleading or otherwise undesirable, appropriate regulatory action is likely to be taken. This will usually take the form of the issue of a *Minded to Grant in Different Terms Notice*, in accordance with section 27 of the Consumer Credit Act. If a name has been granted which subsequently proves to be misleading or otherwise undesirable, the issue of a *Minded to Compulsorily Vary Notice* is likely. If a business trades with a misleading name not included in the licence, the OFT or Local Authority Trading Standards Service may instigate criminal proceedings under section 39(2) of the Act.

Relevance to Domain Names

The OFT Guidance (see link above) explains that any on-line names by which a licensed business seeks to attract consumers towards the provision of a licensable activity is considered to be a notifiable name – firms therefore need to watch out for problems caused by the domain names they use.

Further Information

For further information on domain names, please refer to our publication:

[392-How Valuable is Your Domain name](#)

This publication is for general interest - it is always essential to take advice on specific issues.

We believe that the facts are correct as at the date of publication, but there may be certain errors and omissions for which we cannot be responsible.

References

¹ .com, .net and .org domain names exceeding a total of 26 characters are supported by most web browsers. However, certain web browsers, email programs and other Internet related applications may not support domain names over 26 characters.

² See OFT press release dated 20 April 2012 at: <http://www.of.gov.uk/news-and-updates/press/2012/34-12>

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