



Renaming The Internet

PRESS RELEASE  
FOR IMMEDIATE RELEASE

## Dot TK Domain Registry reopened today with Domain Name Landrush

Dot TK's Sunrise Period for trademark owners has ended today, anyone can now register any available .TK domain name.

**London, 3 December 2007** – Dot TK ended its successful Sunrise Period at 9.59am today. During the last five weeks, corporations were able to register Dot TK domain names that correspond with their registered trademarks - protecting these from misuse and preventing cyber-squatting. The end of a Sunrise Period is often referred to as a “Landrush”, as it allows any individual or organisation to register any domain without evidence of trademark ownership.

Many corporations, from SMEs to Fortune 500 companies, have registered their trademarks as Dot TK domain names since October 26th - the day that the Sunrise Period was initiated by the Dot TK Registry and the government of Tokelau. “The Sunrise Period was a success,” according to Joost Zuurbier, CEO of Dot TK, “ many corporations took the opportunity to register their trademarks within the .TK domain zone. Starting today everyone can register any domain they want, just like any other global Internet domain name registry. If any trademark disputes arise, we will guide the registrant and the trademark owner to our WIPO-based domain name dispute policy, which is enforced on all paid domain name registrations.”

Not only does Dot TK allow the registration of domain names directly via its website, but from today Dot TK domains are available through resellers and affiliates as well. “The Dot TK brand has gained significant attention from some large players in the domain name industry”, says Matt Kelly, Business Development Manager at Dot TK. “Thanks to increased interest from not only ICANN accredited registrars, but also from Internet service providers we continue to increase our market share. Our rewarding Partner Program allows registrars and ISPs alike to share in our success.”

### **About Dot TK**

Dot TK is a joint venture of the Government of Tokelau, its communication company Teletok and BV Dot TK, a privately held company. More information about Dot TK can be found at <http://www.dot.tk>

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