



Renaming The Internet

PRESS RELEASE  
FOR IMMEDIATE RELEASE

## Sudden growth causes Internet Domain Registry to temporarily close.

Paid .TK registrations can be registered exclusively by registered trademark holders for the next couple of weeks.

**London, 1 november 2007** – Dot TK, with its 1.7 million active domain names, is now one of the 10 largest domain registries in the world. The Internet domain of the small group of Tokelau Islands in the South Pacific, has grown bigger than country code extensions like, such as .it (Italy) and .fr (France). Due to the enormous growth in the last couple of weeks Dot TK has decided, together with the government of Tokelau, to temporarily stop the registry for paid domains. This period is called the ‘Sunrise Period’ and runs from October 26th until December 3rd 9.59am GMT.

During this period, corporations can register Dot TK domain names that correspond with their trademarks which allows protection from misuse of registered trademarks, cyber squatting and to provide time for the resolution of disputes over trademarks. Legitimate proof of trademark ownership is necessary in order to complete these registrations.

The registration of free .TK domain names will remain possible in the Sunrise Period. However, these free registrations provide no license rights to the registrant, only the users rights. Dot TK can withdraw these users rights immediately when there is a conflict with a trademark domain registrant.

“After our visit to Western Europe last month we have seen an enormous increase in new registrations”, says Tino Vitale, General Manager of Tokelau’s communications company ‘Teletok’, “ But with our small community of just over 1,000 people we don’t want any problems with corporations wanting to protect their trademarks. And that’s the reason why we started this Sunrise Period today.”

“Every trademark domain name registration will be verified extensively”, says Joost Zuurbier, CEO of Dot TK. “We have a semi-automated due diligence process that not only checks the information of the registrant, but also checks if the trademarks do belong to his or her company. With this system we are able to verify the trademark registrations of the 28 major trademark authorities. Only when we can verify that the trademark belongs to the registrant will we approve the registration.”

### 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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