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WHAT IS YOUR .TEL NUMBER

MARCEL NAUD^{*}
LEGER ROBIC RICHARD, LLP
LAWYERS, PATENT AND TRADE-MARK AGENTS

.TEL is a new type of domain name (similar to .COM and .CA for instance) with a very specific purpose. Unlike other types of domain names, .TEL is designed to act as a sophisticated virtual business card, accessible without the need for a website, which makes it particularly useful for Internet mobile devices and synchronisation with electronic address books.

Beginning on December 3, 2008, applications for the new type of domain name ".TEL" are accepted on a first-come first-served basis. The Registry operator <http://www.telnic.org> wants to position itself as "the first real-time global directory", both for businesses and individuals.

The .TEL domain name is created to allow Internet users to access various categories of contact information published by the domain name registrant (about itself, its departments, its locations, its subsidiaries, and/or its staff) without the need to visit a website; it also will allow them to keep contact information up-to-date as soon as modifications are published.

Until February 2, 2009, only owners and licensees of registered trade-marks are allowed to apply and register .TEL domain names that correspond to trade-marks in which they have rights.

Given that no one can predict if .TEL domain names will have a significant importance in the manner in which businesses and individuals share contact information in the future, we believe that it would be prudent for your organization, as the owner of registered trade-marks, to determine the corresponding domain name(s) that it wishes to use for itself or to hold in order to prevent third parties from registering them when registration is open to all.

Please note that the dates below are the **key dates** with respect to the launch of .TEL:

- From **2008-12-03** to 2009-02-02: **SUNRISE** (registrations are reserved for trademark owners; pre-orders are possible with accredited registrars)

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LEGER ROBIC RICHARD, L.L.P.
1001 Square-Victoria - Bloc E - 8th floor
Montreal (Quebec) Canada H2Z 2B7
Tel.: (514) 987-6242 Fax: (514) 845-7874
www.robic.ca info@robic.ca

- From **2009-02-03** to 2009-03-23: **LANDRUSH** (registrations open to all at premium price)
- Starting **2009-03-24**: **GENERAL AVAILABILITY** (registration open to all)

More details about .TEL domain names are available at:

Video demo:

<http://link.brightcove.com/services/link/bcpid1127798146/bclid1774292996/bctid1778578851>

Examples:

<http://largeco.tel/>
<http://smallco.tel/>

Simulator:

<http://www.telnic.org/business-simulator.html>

Sunrise Period:

<http://www.telnic.org/launch-sunrise.html>

The launch of a new top-level domain is also an appropriate time to evaluate whether the management of the domain name portfolio within your organization is adequate. If centralization is deficient, if you do not know exactly how many domain names your organization has and who has effective control over them, if you lack an overview, if mobility of personnel does not ensure the stability required for surveillance of renewal deadlines or for securing access, we can provide you with resources to assist you or intervene to regularize the situation and ensure a better control.

In light of the foregoing, please do not hesitate to communicate with us in order to discuss how your rights could best be protected in accordance with your strategic goals.



