

name.space Press Release

New York, New York, March 28, 2012

name.space Offers Famous Names and Trademark Holders a One-Stop Shop for Low-Cost Brand Protection and Anti-Cybersquatting in Its gTLDs

name.space, Inc. (“**name.space**”) – “**the dot-everything people since 1996**” – has released simple, easy-to-follow instructions that will enable Internet users and rights owners (including celebrities, content owners, and famous brands) to register and begin using **name.space**’s new generic Top Level Domains now, without having to wait for action by ICANN. Following these instructions, users can begin to take advantage of **name.space**’s technology to protect famous names and trademark holders against brand dilution, fraud, and cybersquatting by domain name registrations within its exclusive portfolio of generic Top-Level Domains.

The instructions are available on the video that appears at: <http://namespace.us/vid/opti.mov>. Following these simple instructions, users can immediately opt-in and start using **name.space** gTLDs on an iPhone and other devices.

Unlike the headaches and un-budgeted expenses celebrities, content owners, and brands faced with .COM and the more recent launches of other gTLDs, where millions of dollars were spent to defend brands or pursue cybersquatters who were quick to register famous names or brands and hold them for ransom to their rightful owners, **name.space**, with **rights to 482 generic Top-Level Domains**, offers default brand protection through its “smart” whois search engine (<http://swhois.net>) and a low wholesale price to register, as well as the ability to “lock out” a domain from being registered by anyone other than its proven owner.

“The leading cause that enables cybersquatting and ill will is the lack of competition in the commercial TLD registry space. The incumbent registries, through their aggressive practices, have done nothing but fuel the feeding frenzy on unmitigated domain name speculation in order to maximize their profits without regard to the negative consequences against brand owners and the overall utility of the DNS” said **name.space** founder Paul Garrin.

(https://namespace.us/20111206_name.space-senate_commerce_committee_1.pdf)

Garrin added that “**name.space** has established a fair policy enforcement coded into technology that enables us to cut the cost of and increase the level of protection to famous brands and intellectual property, *while preserving free expression and criticism* in the domain name space.” “It’s a win-win for IP holders, publishers, and free speech unlike anything else out there to date,” said **name.space** CEO said Alex Mashinsky. “**name.space** looks forward to sharing our work with ICANN and the Internet community through the acceptance of our year 2000 application for 118 gTLDs, as well as into the future with respect to our entire gTLD portfolio of 482 gTLDs, which include extremely attractive gTLDs such as:

.ART, .BLOG, .BOOK, .BUY, .CHAT, .DESIGN, .FILM, .FREE, .GALLERY, .GAY, .HOPE, .INC, .LAW, .LLC, .MEDIA, .MOVIE, .MUSIC, .NOW, .NYC, .PEOPLE, .POLITICS, .RADIO, .SHOP, .SPACE, .SUCKS, .TALK, .VIDEO, .WORLD, .ZINE, .ZONE

and more.” (see <https://namespace.us/CompleteTLDDList.pdf>)

ICANN has come under fire recently by the U.S. government, which has only temporarily renewed its agreement with ICANN through September 2012. **name.space** founder Paul Garrin said, “It’s important to the future of ICANN that it treat all applicants fairly and not limit the ‘winners’ in this high-priced round to insiders and incumbent industry players,” and added,

“**name.space** looks forward to a quick resolution of our pending year 2000 gTLD application, and to providing rights holders with a one-stop, inexpensive way to leverage generic Top-Level Domains to enhance their brands, or to protect them against fraud and cybersquatting.” Acceptance by ICANN will enable all Internet users to access **name.space** gTLDs without making even these simple changes to their computer’s setup.”

name.space, “**the dot-everything people since 1996**,” is a privately held TLD registry company based in New York City. As a first mover and innovator in the Internet Top-Level Domain space, **name.space** owns the world’s largest exclusive portfolio of generic Top Level Domains. As the bona-fide originator of hundreds of gTLDs, **name.space** is in a unique position to achieve dominance in the gTLD market. <http://namespace.us>

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