



.co.com Sunrise Period Begins February 24th

Registry Provides Details on Trademark Protection and Anti-Abuse Measures

Cincinnati, Ohio; February 24, 2014 – [co.com LLC](#) launched its 30-day Sunrise Period for trademark holders today, Monday, February 24th. During the Sunrise Period, qualified trademark holders have the first opportunity to register the exact match of their trademark, before **.co.com** opens to the public. As of today, more than 100 registrars have signed on to offer **.co.com** domains.

“The introduction and ongoing management of **.co.com** will be conducted with the utmost respect for trademark holders”, said Ken Hansen, CEO. Co.com LLC. “The **.co.com** registry is taking a number of steps to minimize trademark infringement and to provide policies and mechanisms to help resolve disputes.”

The registry voluntarily adopted ICANN’s Uniform Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension (URS), to enable trademark holders and registrants to resolve disputes, and for enforcement.

Registrations are accepted on a first-come, first-served basis, and require the submission of a validation file issued by the ICANN Trademark Clearinghouse. Specific procedures for **.co.com** Sunrise registrations can be found at <https://registry.co.com/sunrise-period/>

Since **.co.com** registry is committed to maintaining a safe and trustworthy namespace, it employs technology from [Architelos, Inc.](#) to monitor the overall health of **.co.com**, and to identify and quickly mitigate any potential abusive use of **.co.com** domains. Architelos’ pioneering [NameSentrySM](#) service aggregates data from multiple third party malware, spam and phishing providers, to get the most real-time and comprehensive view. The service then layers investigative tools to quickly pinpoint abusive sites and bad actors, and employs automated workflows to shut down threats.

“The reputation of **.co.com** name space is critical to our long term success”, said Paul Goldstone, President, **.co.com** LLC,. “NameSentry deployed alongside our abuse help desk and acceptable use policies, provides us with the tools we need to maintain the overall health of **.co.com**.”

“Many registries take a “laissez faire” approach to addressing domain name abuse in their namespace, partly because they see abuse mitigation as a cost and not an investment, and partly because they discount how quickly and how severely spam,

malware and phishing can damage their reputation. Progressive and innovative registries like **.co.com** have invested in NameSentry, to not only quickly mitigate any abuses that may occur, but more importantly to build a safe and reputable namespace for their customers, and for internet users, right from the start”, said Alexa Raad, CEO, Architelos.

Learn more, and find a participating registrar, at: <http://registry.co.com>

About co.com LLC - The [co.com LLC](#) domain registry provides businesses, organizations and individuals with short, memorable and recognizable **.co.com** domain names through a worldwide distribution network of registrars and resellers. co.com LLC is headquartered in Cincinnati, Ohio, USA.

About Architelos, Inc. - [Architelos, Inc.](#) provides SaaS-based TLD managed services solutions, and strategic consulting for clients in the domain name (DNS) industry. NameSentrySM, the leading abuse detection and mitigation service for TLDs was launched in 2011. Clients include new gTLDs, as well as existing generic Top Level Domain (gTLD) and Country Code (ccTLD) registries. Architelos has locations in Leesburg (VA), Los Angeles, (CA), Toronto (Canada) and Dublin (Ireland), as well as data centers in Toronto and Los Angeles.

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