

PRODUCT OVERVIEW

Introducing “.eu” – The European “.com”

The “.eu” top level domain opens for business in late 2005, bringing the benefits of the European single market into the age of eBusiness.

Analysts predict that more than 1 million “.eu” registrations are expected in the first 12 months of its official launch. Many segments of your customer base will find value in registering a “.eu” extension for their domain names.

Protect Your Customer’s Digital Identity

Any eligible “.eu” customer with an Internet presence needs to take steps to prevent the unauthorized use and abuse of their registered and unregistered trademarks, brands and licensed names using the “.eu” extension.

Expand Your Customer’s Market Presence

Organizations that meet established registry requirements should prepare to take advantage of the European Union (EU) single market by registering for a “.eu” domain extension and forwarding new European visitors to their primary Web site.

Unify Your Customer’s European Presence

Corporations with multiple eBusiness operations in Europe can streamline operations and create one pan-European identity by forwarding their country-specific ccTLDs (country code Top Level Domain) to one region-specific Web site.

NOW ACCEPTING “.EU” PRE-REGISTRATIONS!

Network Solutions* is an accredited registrar for the “.eu” domain. An official launch date has not been announced by EURid, the appointed “.eu” Registry, but it is expected to occur later this year.

In anticipation of the “.eu” launch, Network Solutions has set up a pre-registration request queue that can be accessed on the Home Page of the Partner Portal.

We encourage all Network Solutions Partners to submit pre-registration requests on behalf of eligible customers for their “.eu” domains. Network Solutions* will ensure that your customer requests are processed according to the rules set forth by EURid**.

WHAT CUSTOMERS NEED TO KNOW

The “.eu” domain offers a practical way for businesses to create and maintain a pan-European identity that serves the specific needs of that region.

Until now, organizations that conducted business across the EU either based their Internet presence in one country using the country’s ccTLD, or created multiple Web sites to serve each European country they operated in. The “.eu” domain creates a new “Internet space” that offers businesses a unified European presence for in-region markets and international trade.

WHO CAN APPLY FOR A “.EU” DOMAIN?

Do you serve customers in Europe with one or multiple in-region operations? Or perhaps you serve U.S. based organizations with a presence in Europe? In fact, any organization or individual that meets the following requirements can apply for a “.eu” domain name:

1. Entities having their registered office, central administration or principal place of business within the European Community;
2. Organizations established within the European Community without prejudice to the application of national law;
3. Naturalized citizen's resident within the European Community.

Encourage all your eligible customers to submit their pre-registration requests as soon as possible.

Pay particular attention to customers that have registered and unregistered trademarks as well as key brands, trade names, company and product names and slogans. These customers will benefit from an early “sunrise” registration period to claim their right to a domain name.

For details on the .eu “sunrise” registration process, click on the “EU Pre-registration” link under Shortcuts, on the Home Page of the Partner Portal.

EURID – THE “.EU” REGISTRY

EURid, a consortium of Belgian, Italian and Swedish organizations, was chosen by the EU's regulatory agency to be the “.eu” domain Registry. EURid has also tapped the Belgian arm of PricewaterhouseCoopers to oversee the validation of “prior right” claims invoked by domain name applicants during an initial “sunrise” period that will occur prior to general registrations.

During the sunrise period, only public bodies and holders of rights, such as trademarks and company names, are allowed to register the names using the “.eu” TLD. After that, general registrations will be granted on a first come, first served basis to both individuals and businesses.

WHAT IS THE SUNRISE PERIOD?

Before “.eu” is officially open for general registrations, there will be a four month “sunrise” registration period. This sunrise period will allow owners of “prior rights” (e.g. trademark holders, public bodies) to register their names as “.eu” domain names before other eligible parties.

The sunrise period was instituted in order to avoid “cybersquatting” – a practice where an organization or individual registers a large volume of trademark and company names, and then tries to sell the domain names to the legal name holder for a profit.

A validation procedure has been established by EURid to ensure that applications filed during the sunrise period are indeed supported by a prior right to the name. The validation agent will check all the applications filed during this period to ensure their compliance with the sunrise rules. Immediately after the four month sunrise period is over, general registrations will be taken on a first come, first served basis.

PUT YOUR TRUST IN NETWORK SOLUTIONS

For more than a decade, Network Solutions has been the preferred domain provider for thousands of companies around the world. Don't miss the opportunity! Help your eligible customers stake their claim to a “.eu” domain.

For more information please contact your partner support representative, or e-mail premiersupport@networksolutions.com.

* Network Solutions Europe, LLC is the registrar for all .eu domain names.

** EURid will only register domain names on a first come, first serve basis from eligible parties that submitted technically correct pre-registration requests that meet EURid's established requirements and, if necessary, were appropriately validated by the registry. EURid reserves the right to revoke domain names on a number of grounds including, but not limited to, the domain names are defamatory, racist or contrary to public policy.