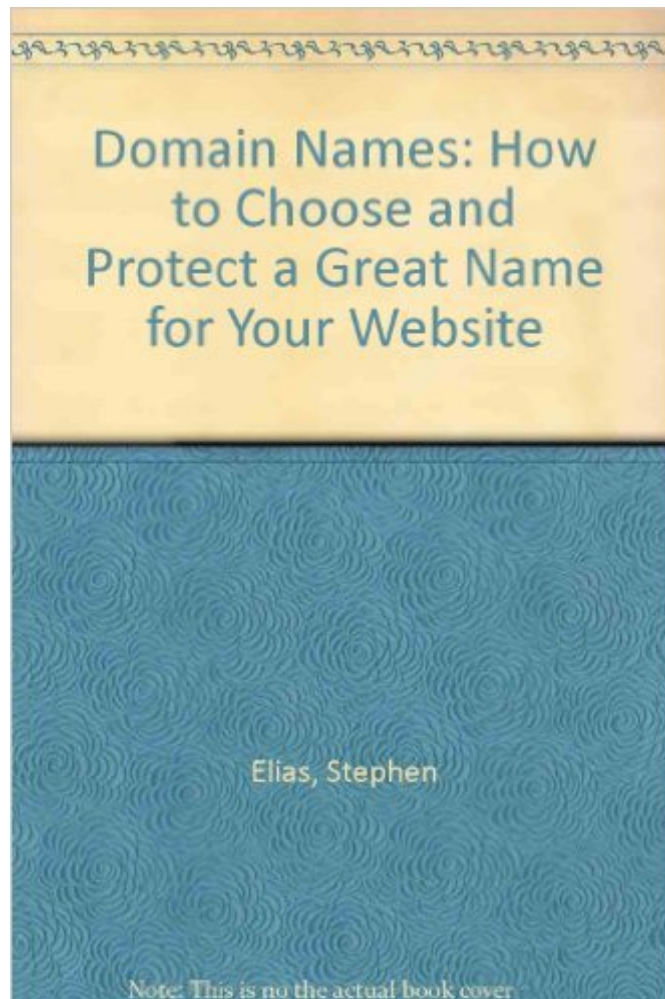


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# Domain Names: How To Choose & Protect A Great Name For Your Website



## Synopsis

With clever (and even not-so-clever) names for websites disappearing faster than you can say "Internet Start-Up," e-entrepreneurs need to know that their choice won't be whisked out from under their ISPs. This book explains in plain English how to choose, register and protect a domain name that works. Written both for those shepherding an existing business onto the Web and those launching an e-commerce start-up, it explains how to: \* check on the availability of a domain name and register it \* check the trademark status of a domain name \* register a domain name electronically with the U.S. Patent and Trademark Office \* determine your rights as the owner of a domain name \* proceed if a desirable domain name has already been snagged Bursting with up-to-date information, including the latest on federal anti-cybersquatting legislation, Domain Names includes a sample dispute notification letter and a sample domain-name sales agreement. Be king of your domain name with this user-friendly guide! --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

This was the second book (there are only two in print) I bought in my quest to understand the domain name business. It does provide some useful information on coming up with your own domain name and it does provide lots of info on trademark considerations in choosing a domain name. It is primarily for the trademark considerations that I give it the three star rating. While the Ronan's book on Domain Names (The Domain Name Handbook; High Stakes and Strategies in Cyberspace by Ellen Rony, Peter R. Rony) does a nice job on covering trademark history, this book does a better job from a "How-to" point of view, which is not surprising since it is published by an interesting publishing house, Nolo, which puts out lots of how-to law books. I expect to order more

of these. By my read, about 55 pages of the book are clearly related to domain names. The rest of the book is more related to trademark considerations. It's almost as if they took a book on trademarks and modified it and added the pages on domain names. Since, if you screw up on a trademark factor with even a single domain name registration, it could cost you at least the \$16 or less cost of a name registration, this book's \$20 cost is well worth the investment and time pursuing its detailed trademark coverage, to prevent running into trademark problems. Rob Kall, author, domainnamereport

With clever (and even not-so-clever) names for websites disappearing faster than you can say "Internet Start-Up," e-entrepreneurs need to know that their choice won't be whisked out from under their ISPs. This book explains in plain English how to choose a name that works for your business and protect it once it's yours. It covers the different issues you need to consider whether you're shepherding an existing business onto the Web, or launching an e-commerce start-up. The book also discusses how domain names and trademark issues relate to one another. Written by lawyers based in the U.S., it earns minus one star for not addressing non-American-Centric Domain legal hurdles. It is after all the WORLD wide web, not only an American Web. The final chapter, "Help beyond this book" is in the practice of the Web, a sort of hyperlink to further domain name resources.

A better title for this book would be "How to Choose an OK Name for a Small Business." As another reviewer noted, this book was written by lawyers, who seem to know more about law than marketing. Consequently, the marketing advice is rather basic, but correct in my opinion. This is exceptional considering all the bad advice out there on domain names. But if you are a small business, you don't need a great domain name, and it's not cost effective for you to spend thousands of dollars or many hours choosing a great name. An OK name with no trademark problems will do for most basement, small and garage businesses. Written by lawyers, this book has good trademark advice. If you are looking for marketing advice for a larger business, look at "The 11 Immutable Laws of Internet Branding" by marketing expert Al Ries, "How to Select & Buy an Elite Domain Name" or other books on branding.

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