



The time is now.

Make your name in Asia.



{ sunrise }

[www.registry.asia]



{ landrush }

...the Sunrise has begun in .Asia...

Protect your brand in .Asia before the landrush and realize the potential of the blooming Internet market in Asia.

.Asia for the Asia Century

.Asia will become the platform for growth and breeding ground of Internet activities and business communications across Asia. .COM first fuelled the explosion of e-commerce in the US; .EU launched in 2006 and within a year grew to over 2.5M registrations, becoming one of the largest domain spaces. Asia already has by far the largest online population, surpassing the EU and the US. Asia today is global force in the international commercial, political and cultural network. ***Are you ready for the Asia Century?***

The World Searches for Asia

Internet users are actively looking for information from Asia, about Asia. Overture statistics report that the word "Asia" (or "Asian") is included as a search term almost 5 times more than the word "Europe" and over 20 times more as the term "EU". As a highly relevant type-in keyword, a .Asia domain provides the simplest way for your company to improve your visibility on the Internet. Your customers are seeking for services and information in Asia. ***Will they find you there?***

Natural Word, Natural Brand

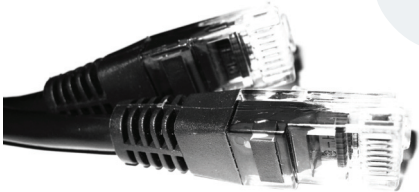
Asia is a natural word used in everyday language and brand names. Companies and media readily align with the region by adopting "Asia" in their names. Records from the USPTO show more trademarks incorporating the word "Asia" than "Europe"; Amazon.com returned twice as many entries for magazines when searching "Asia" versus "Europe". Global brands such as Yahoo.Asia, SonyEricsson.Asia, Amazon.Asia, Time.Asia, AIG.Asia have already adopted the .Asia domain. ***What are you waiting for?***

A Gateway to All of Asia

.Asia is a gateway to Asia, and a presence that shows the commitment to the whole Asia market. Even if you may have dedicated sites for China, Japan or India, .Asia provides value for the rest of Asia: Indonesia, Malaysia, Singapore, etc. Even for customers outside of Asia, when they expand to Asia, you want to let them know you will also be there for them. A .Asia domain provides that simple, comprehensive and effective sign of commitment. ***Have you got a name for all of Asia?***

From Asia / For Asia

.Asia provides value for companies coming from Asia as well as those expanding to and providing services for Asia. When people around the world seek information in Asia, whether it's trade with China, India or leisure trips to Malaysia, they search for "Asia". For companies from Asia, a ".Asia" domain increases your online visibility globally. For US, EU or international companies coming to Asia, the .Asia domain is your channel to the Asia market. ***Do you want to be part of the action in Asia?***



“To stay in the game, you must be in Asia..”

OCT 9 - 30, 2007

Sunrise 1 (SR1): Governmental Reserved Names

- Governments or relevant bodies may “activate” (i.e. register) domains from the Reserved Names list compiled in Pre-Sunrise.
- Activations must be procured through .ASIA Accredited Registrars. (Note: SR1 continues through Landrush)

Sunrise 2 (SR2): Registered Marks

Sunrise 2a (SR2a): Early Bird Sunrise

- Mark must be applied for before March 16, 2004
- Mark must be registered and in full force and effect
- Applicant must have demonstrable usage of Mark
- Documentary evidence is required only upon request

NOV 13, 2007 - JAN 15, 2008

Sunrise 2 (SR2): Registered Marks

Sunrise 2a (SR2b): General Registered Marks

- Mark must be applied for before December 6, 2006
- Mark must be registered and in full force and effect
- Documentary evidence is required only upon request

Sunrise 2a (SR2b): General Registered Marks

- Mark must be eligible for SR2a or SR2b (application for domain in SR2a/b is not a pre-requisite)
- Domain Name Applied For may be constituted with Mark plus significant words from the Nice Classification system (<http://www.wipo.int/classifications/nivilo/nice/>)
- E.g. Mark for “XYZ” in Nice Class 1: “Chemicals” may apply for “XYZChemicals.Asia”
- **SUNRISE ADDENDUM -- NEW!**
- Registered Mark without Nice Classification may apply with Acceptable Extension based on description of goods and services declared in the Registered Mark
- Combination of 2 or more Registered Marks are accepted as an Acceptable Extensions (i.e. Registered Marks: “ABC” and “XYZ” may apply for “abcxyz.asia”)

Sunrise 3 (SR3): Registered Entity Names

- Domain Name Applied For must correspond with the Registered Entity Name (i.e. company / org name)
- The juristic entity must be registered on or before December 6, 2006
- Documentary evidence (e.g. cert. of incorporation, etc.) is required and will be publicly posted
- **SUNRISE ADDENDUM -- NEW!**
- Official short forms, initials and omission of locality indications from an Entity name will be accepted
- Romanized version of Company Names accepted
- Romanized version of Registered Marks accepted
- Registered Marks containing an existing TLD as a suffix may omit the TLD
- Domain names that were subject of proceedings under UDRP may be applied for



*The .Asia Sunrise
is not conducted on a
First-Come-First-Served
basis. Therefore, even after
the first day of launch, you still
have equal chance to
register your domain!
No need for a chaotic rush.
But remember to
protect your brand now
before Sunrise ends!*

The Sun Rises in .Asia

Oct 9 - Oct30
(12UTC Tuesday) (24UTC Tuesday)

SR1: Governmental Reserved Names
SR2a: Registered Marks (Early Bird)

Nov13 - Jan15
(12UTC Tuesday) (24UTC Tuesday)

SR2b: Registered Marks (General)
SR2c: Registered Marks (Extended Protection)
SR3: Registered Entity Names

from.Asia / for.Asia

