

**'storage' to be relaunched  
International - Hogan Lovells**

**gTLDs  
Registration**

July 12 2017

The XYZ.com registry recently announced that it has acquired '.storage', its 10th new generic top-level domain (gTLD). XYZ.com already operates '.xyz', the largest new gTLD with just under 6 million registered domain names (ie, 22% of all registered new gTLDs), and eight others which it has acquired subsequently: '.college', '.rent', '.security', '.protection', '.theatre', as well as '.car', '.cars', and '.auto' through a joint venture with Uniregistry.

The '.storage' gTLD was originally launched in July 2016 by Extra Space Storage LLC and was restricted to entities connected to the storage industry. After a Sunrise Period and a storage industry Limited Registration Period which ended in January 2017, general availability was planned for July 10. Approximately 730 domain names have been registered at the time of writing.

Confident that '.storage' was a good investment, XYZ acquired it and opened it up to all entities with no restrictions, both businesses and individuals. Lifting the restrictions will no doubt increase the number of domain name applications, especially as one-letter, one-number, two-letter and two-number domain names will be made available.

The schedule for the relaunch is as follows:

- *Trademark holder landrush (November 7-28 2017)*  
This period is reserved for businesses and trademark holders which will be able to register '.storage' domain names reproducing not only their trademarks, but also variations of their trademarks, slogans or product names.
- *Early access period (November 28-December 5 2017)*  
During this period, anyone can apply for a '.storage' for a higher price.
- *General availability (from December 5 2017 onwards)*  
Domain names will be available to the general public at standard prices on a first-come, first-served basis.

XYZ.com chief executive, Daniel Negari, is pleased with the new acquisition and is already looking to acquire another gTLD in order to continue to grow the business. He posted on his [blog](#) that:

*"The success of the entire XYZ portfolio, anchored by .xyz, has led to an excess of cash flow for us to further our mission of bringing choice and innovation to the internet. ... Starting with 2 TLDs and expanding to 10 is quite an accomplishment for us. ... We are still in acquisition mode with cash in-hand, and I am loaded for bear. Due to our intimate knowledge, experience and close partnerships with registrars, we are prepared to acquire more domain extensions."*

David Taylor and Laetitia Arrault, Hogan Lovells, Paris

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