

World Trademark Review *Daily*

**Landrush for '.uk' short domain names open
United Kingdom - Hogan Lovells**

Domain names

June 03 2011

Nominet, the registry for '.uk' domain names, is currently in the process of releasing various one and two-character domain names under the extensions '.co.uk', '.org.uk', '.net.uk' and '.me.uk'. The second sunrise for '.uk' short domain names for unregistered trademark holders was scheduled to end on March 16 2011 (for further details please see "[Second sunrise for '.uk' short domain names now open](#)").

Upon the conclusion of this sunrise period, Nominet announced the opening of the landrush period. During the landrush period, anyone may apply for any of the remaining 2,640 '.uk' short domain names that were not registered during the first two sunrise phases.

The landrush phase opened on May 23 2011 and will run until June 15 2011. However, as the domain names will not be allocated on a first-come, first-served basis, there is no benefit in submitting an application for a '.uk' short domain name on the first day of the landrush period.

For those domain names where only one application is received, the domain name will be allocated to the applicant on June 23 2011. However, for those domain names where more than one application is received, an auction will be held with the domain name being allocated to the highest bidder. Auctions are scheduled to take place from July 20 2011, and details of the auction will be sent to participants ahead of this date. All proceeds from the auctions will go to the [Nominet Trust](#).

To see the full list of the 2,640 domain names available during the landrush period, please click [here](#).

David Taylor and Sean Kelly, Hogan Lovells LLP, Paris

World Trademark Review (www.worldtrademarkreview.com) is a subscription-based, practitioner-led, bi-monthly publication and daily email service which focuses on the issues that matter to trademark professionals the world over. Each issue of the magazine provides in-depth coverage of emerging national and regional trends, analysis of important markets and interviews with high-profile trademark personalities, as well as columns on trademark management, online issues and counterfeiting.