

Media Contact:
Kate Moran
pr@encirca.com
+1.978.290.9325

EnCirca, Inc Announces A Perfect Success Rate For The .xxx Sunrise
Trademark Owners Have Just 10 Days Before Sunrise Is Over

Boston, MA - October 18, 2011 –EnCirca (www.encirca.com) announces it has achieved a perfect success rate in pre-validating trademark applications for the .xxx sunrise period*.

Trademark owners get only one chance to get it right to block their trademark in the new .xxx domain. So, pre-validation is essential. EnCirca attributes its success through the use of the Trademark Fact Check analysis service.

Trademark Fact Check automatically screens sunrise applications for over 20 different criteria required by the .xxx registry. Its scope is global with real-time searching of 65 national and regional trademark databases.

In previous sunrise periods, it was reported that up to 50 percent of applications were rejected as a result of errors. So far for the .xxx sunrise, the registry is reporting a rate of 20 percent.

In comparison to these results, EnCirca's success using Trademark Fact Check is notable:

1. 100% of the sunrise applications that passed the Trademark Fact Check analysis have been approved by the .xxx validation agent.
2. Trademark Fact Check has covered 99% of the trademark jurisdictions submitted by trademark owners
3. Over 90% of sunrise applications have come from just 20 jurisdictions.

Trademark owners need to act quickly before sunrise ends on October 28. Pre-validation of their applications should be one of the criteria used in selecting their registrar.

For trademark owners not eligible to block their trademarks in sunrise B, they should evaluate applying under Sunrise AD, Landrush and General Availability to protect their brands.

Apply under Sunrise AD

If you currently own a pre-existing domain name registered prior to February, 2010 and you would like to register the name in .xxx, then Sunrise AD may be for you. Sunrise AD runs in parallel with Sunrise B and concludes on October 28. In order to qualify for

Sunrise AD, you must join the .xxx sponsored community. Fortunately, the membership criteria is very broadly defined. Eligibility includes a category called “Service Providers” of others in the community, including manufacturers, delivery companies, caterers, distribution companies, banking services, stylists and hosting services.

Successful applicants under sunrise AD will need to renew their domain name annually. The owner’s name will appear in the Whois as the domain name owner.

Apply under Landrush

.XXX Landrush is recommended if your brand represents a common or generic string. Landrush also requires registrants to join the sponsored community. If they are the only party applying for the domain name, the domain is theirs for the minimum price. If more than one party applies for the same domain name, then it goes to auction and is sold to the highest bidder.

Successful applicants will need to renew their domain name annually. The owner’s name will appear in the Whois as the domain name owner.

Apply under General Availability

First-come, first-served registrations begin during the General Availability phase in December, 2011 for any domains still available after sunrise, landrush and premium auctions. Membership in the sponsored community is not required.

Successful applicants will need to renew their domain name annually. The owner’s name will appear in the Whois as the domain name owner, although proxy services will be allowed for these names.

Brands Owners Need to Act

Auction activity for premium generic strings in .xxx indicate there is a lot of interest among domains and investors. This implies increased demand for landrush and general availability. Trademark owners should consider carefully their options before it is too late.

Brand owners are welcome to contact EnCirca with specific questions about pre-validation of their trademarks. Send email to sunrise@encirca.com

About EnCirca

EnCirca (www.encirca.com) was formed in 2001 and is celebrating 10 years as an ICANN Registrar. It was formed by trademark experts and has participated in nearly every ICANN Sunrise period since its formation. It is based near Boston, Massachusetts, USA.

**For the period from September 7-October 18, 2011. These statistics reflect EnCirca’s data only and does not include an ineligible application that was submitted anyway upon customer request.*