



Domain Name Registrar

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EnCirca Offers Money-Back Guarantee for .XXX Sunrise Only registrar to promise success for .XXX

Boston, September 7, 2011--ICANN registrar, EnCirca has announced a money-back guarantee for trademark owners applying for the .XXX sunrise period. EnCirca is so confident in its understanding of the validation requirements that it is guaranteeing that submitted applications will be accepted by the validation agent or EnCirca will offer a full refund of fees paid. To learn more information about EnCirca's .XXX pre-validation service and the details of the offer, visit <http://www.encirca.com/xxx>.

Once an .XXX sunrise application is submitted, it cannot be corrected without paying an additional fee. So, catching mistakes before submission saves trademark owners time and money. Prior to submitting sunrise applications, EnCirca will analyze all trademark applications to ensure they will satisfy the eligibility standards set by the registry. The .XXX sunrise period begins September 7 and runs until October 28.

"In past sunrise periods, nearly 50 percent of sunrise applications contained errors," says Tom Barrett, President of EnCirca. "A rejected sunrise application can be costly as the trademark owner may then need to participate in the general availability phase to claim their trademark and end up paying annual renewal fees."

No other ICANN registrar is offering a money-back guarantee for the .XXX sunrise period. That is because they are not reviewing the applications to ensure they will satisfy the validation requirements. Trademark owners planning to protect their brands in the .XXX domain extension should make sure to select an ICANN registrar who understands the trademark restrictions in force for .XXX.

Most trademark owners are confident in the accuracy of their trademark management systems. However, the .XXX validation agent will base its decisions on online trademark databases, which may have different data.

EnCirca pricing for .XXX Sunrise for trademark owners is \$195 for the application and registry fee and \$50 for the pre-validation fee. Both will be refunded if the sunrise application is rejected by the .XXX validation agent.

EnCirca is also offering a bulk ordering process which allows trademark owners to simply submit a spreadsheet containing all of their sunrise applications. Any issues raised by the pre-validation process will be shared with the trademark owner before submission to the registry. The file template for this service is available at <http://www.encirca.com/xxx>.

About EnCirca

EnCirca 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 just north of Boston, Massachusetts, USA.

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