

Client Advisory | August 2010

Launch of Non-Latin Domain **مصر**. (.misr) for Egypt Announced

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The Egyptian domain name Registry has announced the launch of the newly approved Internationalised Domain Name (IDN) Country Code Top Level Domain (ccTLD) extension: **مصر**. (.misr for Egypt). IDN ccTLDs are non-Latin domain extensions referring to a country or region.

Implications for Brand Owners

Brand holders should review their portfolio to identify terms that should be registered as **مصر**. domains and on the basis they are eligible to apply with the highest priority.

مصر. will be introduced in three phases:

- **1st Sunrise A** is now open and expected to close on 22nd August 2010. Owners of certain trade marks and Governmental entities can apply.
- **2nd Sunrise B** in which the following type of entities can apply; NGOs, Academic Organisations, Companies, Syndicates, Clubs, Schools, Banks.
- **3rd Stage**, likely to be the Go Live period.

Sunrise A

Sunrise A is now open. It is expected that applications for this Sunrise will be accepted until 22nd August 2010. The following entities are eligible to apply:

- Local Governmental entities
- Local Governmental Universities
- Local Embassies and Consulates
- Trade mark Owners

It is likely that applications from trade mark owners will require:

1. a trade mark registered in Egypt. The trade mark must be in Arabic script.
2. a local commercial registration certificate and tax number in Egypt.

Third Stage: Go Live

It is likely that the third stage will be the Go Live stage in which registrations will be accepted continuously. We understand that at this stage there will be no restriction on who can register **مصر**. domain names, however this issue is still being consulted on.

Detail

As Arabic is read from right to left, the extension (**مصر**) appears to the left of the period '.' and the registered name on the right. The punycode that creates the IDN, reverses the order back to the normal domainname.tld configuration.

It is possible that the details of the launch will change during the process. Please contact us to arrange a registration or for further information.

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