

*A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.*

## [Generic Domain Names Still Striking Gold](#)

Posted on August 30, 2010 by [Dan Kelly](#)

By way of update to [a previous post](#), some are still occasionally hitting the jackpot on generic domain names. At the recently concluded [DomainFest auction](#), [Tshirts.com](#) sold for \$1.2 million, and [Quotes.com](#) sold in the extended online auction last week for \$1.15 million. Granted, these sales are an order of magnitude less than [Fund.com](#) that once upon a time sold for just under \$10 million, but in a sluggish economy, a seven-figure domain name sale is fairly rich.

This week, [DomainName.com](#) goes up for auction (I am not making this up), [apparently](#) along with the entirety of the accredited registrar business found at that website, making it difficult to determine the FMV of the domain itself.

