

Client Advisory | June 2010

Launch Periods for Non-Latin Domain **السعودية**
(.Al-Saudiah) for Saudi Arabia Announced

Ed McLaren
Internet and On-Line
Brand Protection Services
Manager

SaudiNIC, the Registry for the Saudi Arabian domain, has announced the launch of the newly approved Internationalised Domain Name (IDN) Country Code Top Level Domain (ccTLD) extension: **السعودية** (.Al-Saudiah). IDN ccTLDs are non-Latin domain extensions referring to a country or region.

Implications for Brand Owners

We encourage brand holders to review their portfolio to identify terms that should be registered as **السعودية** domain names. We also recommend that clients consider that future budget and business plans account for Saudi Arabia and two other non-Latin TLD (Top Level Domain) extensions: Egypt (مصر) and United Arab Emirates (امارات).

Launch with Sunrise

السعودية will be launched in two phases:

- 1) A sunrise period for Arabic trade marks, companies or trade names registered with the Ministry of Trade and Industry in Saudi Arabia.
- 2) A landrush period.

Sunrise Period

From 31 May 2010 to 12 July 2010, owners of Arabic trade marks, companies or trade names registered with the Ministry of Trade and Industry in Saudi Arabia can apply for the corresponding domain name. Competing applications will be awarded to the applicant with the oldest prior right. The proposed registrant/owner must match the holder of the trade mark. The term forming the basis of the sunrise application must be in Arabic.

Landrush Phase

Beginning 27 September 2010, applications will be accepted on a first come first served basis. The current requirement to register

.com.sa Saudi Arabian domain names will still need to be satisfied. These conditions are that registration requires:

- a) A company registered with the Ministry of Trade and Industry
or
- b) A trade mark registered with the Ministry of Trade and Industry

The domain name must correspond to the company name if registering on the basis of a company, or be identical to the trade mark if registering on the basis of a trade mark. There is no restriction on the number of Saudi Arabian domain names that may be registered to a single entity. It is possible to record a non-Saudi Arabian entity as the registrant/owner if that entity is the owner of the registered Saudi Arabian trade mark.

Details Necessary under New Rules

To complete a sunrise application, the applicant must submit:

- i) A copy of the trade mark
- ii) An application form to be signed by or on behalf of the proposed registrant/owner
- iii) The name of an individual as the Administrative Contact for the domain name

A local dispute resolution policy will be available for all applications. It will be possible to register a minimum of three characters in the Arabic label excluding the **السعودية** extension. As Arabic is read from right to left, the extension **السعودية** 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.

Please contact us to arrange a registration or for further information.

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Ed McLaren, Internet and On-Line Brand Protection Services Manager	+44.207.556.4366	emclaren@eapdlaw.com
John Olsen, Partner	+44.207.556.4350	jolsen@eapdlaw.com

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