

## **Sunrise For .xxx Domains Is Now Open**

September 7, 2011

As reported in [our recent Knowledge Bytes](#) publication, today marks the beginning of the Sunrise period for the new .xxx domain. Owners of registered trademarks who are not part of the adult entertainment industry may and should apply to block their registered marks from becoming part of a domain name with the new .xxx generic top level domain. This Sunrise period is in effect until October 28, 2011. Different [Registrars](#) are charging different amounts for this service, so shop around.