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[A Study On Omitted-Letter Domain Name Typos](#)

Posted on December 17, 2010 by [Dan Kelly](#)

In the past on these pages, I have been hard on [Apple Inc.](#) for apparent missteps in securing trademark rights to some of its more well-known products ([iPhone](#), [iPad](#)). Last week, Apple landed a victory on the domain name front, winning a Uniform Domain Name Dispute Resolution Procedure ("UDRP") [decision](#) for the appl.com domain name. This was a no contest affair, and the panelist called it "a textbook example of typosquatting." Apple also owns another omitted-letter typo of its apple.com domain name, [apple.com](#). It does not appear to own the two other omitted-letter typos of its principal domain name: [appe.com](#) or [pple.com](#).

Admittedly, upon visual inspection of just the domain names themselves, neither [appe.com](#) nor [pple.com](#), to my mind, really calls to mind [apple.com](#). [Appe.com](#) looks more like an added-letter typo of [app.com](#) ([app.com](#) seeming to be owned by the Asbury Park Press, though you have to look pretty hard to find it), and [pple.com](#) looks like a shortened form of [people.com](#), predictably owned by [People Magazine](#).

Well, pictures tell the story. Here are screen shots of the [appl.com](#), [appe.com](#), and [pple.com](#) landing pages as they appear as of this writing:

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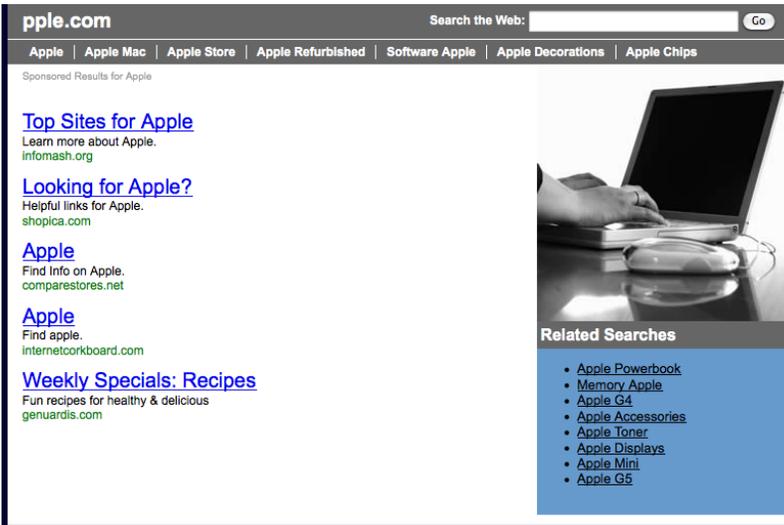
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All three are obviously trading on mis-directed traffic from apple.com, which goes to show you that domainers understand the dynamics of [direct navigation](#) and type-in traffic on the Internet. They understand it better than most brand owners.

And here is a humorous aside that I stumbled upon in my research: the World Intellectual Property Organization ("WIPO"), provider of UDRP arbitration services, can be found at [wipo.org](#)--and the owners of [wipo.com](#) know it. Physician, heal thyself.



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