

## SECOND LEVEL “.hk” DOMAIN NAMES

### Priority Registration Period Expires 19 March 2004

#### Brief Summary

On 26 January 2004, the new second-level “.hk” domain name was launched by The Hong Kong Domain Name Registration Company Limited (“HKDNR”).

A second-level domain name is a shorter domain name category (e.g. “computer.hk”) as compared to the traditional third-level “.hk” domain name (e.g. “computer.com.hk”). The two categories co-exist. This means that if trade mark owners do not apply for a second-level domain name, they may find that someone else will shortly own a Hong Kong domain name the same as their registered trade mark, existing domain name or company name.

The new second-level domain name category is available to both Hong Kong and overseas individuals and entities, and there is no limit to the number of domain names that one individual or entity can register.

#### Summary of Launch Schedule

Launch Period	Duration	Applications Accepted From:
Priority Registration	26 Jan 2004 to 19 Mar 2004	Owners of Hong Kong trade mark registration(s) applying for second-level domain name(s) identical to their registered trade mark(s)
Pre-Registration	6 April 2004 to 7 May 2004	Owners of existing Hong Kong third-level domain name(s) applying for second-level domain name(s) identical to their third-level domain name(s)
Sunrise Period	17 May 2004 to 28 May 2004	Any individual or entity. Where more than one individual or entity applies for the same domain name, ownership will be awarded by random draw
Official Launch	From 31 May 2004 onwards	Any individual or entity. Where more than one individual or entity applies for the same domain name, ownership will be awarded on a first come, first served basis

Applications for a second-level “.hk” domain name filed during the Priority Registration period must be accompanied by a declaration that the applicant own the trade mark in question (*see document in Word format attached for your easy use*) together with a copy of the relevant trade mark registration certificate (*we can obtain this for you if you wish*). No supporting documents are required for applications made in the Pre-Registration period but in the Sunrise period and after official launch, the same documents as were required previously for applying for a third-level domain name will need to be filed. Please contact us for details.

If two or more individuals or entities apply for the same domain name in the Priority Registration period, priority will be given to the applicant with a corresponding third-level domain name. If more than one applicant has such a third-level domain name, priority will be given to the applicant whose domain name is the longest standing. If no applicants have third-level domain name, ownership will be determined by random draw.

If two or more individuals or entities apply for the same domain name in the Pre-Registration period, priority will be given in the following order: (1) Government organizations; (2) Statutory Organisations (Hong Kong); (3) All other applicants excluding those with the equivalent “idv.hk” domain name; and (4) Applicants holding the equivalent “idv.hk” domain name.

The official fees for registering a domain name are HK\$250 for one year; HK\$500 for two years; HK\$625 for 3 years and HK\$1,000 for 5 years, paid in advance. Our charges for assisting in obtaining a registration are HK\$1,500 per domain name.