

# THE CANADIAN COMPANIES BEHIND THE GREAT DOMAIN NAME LAND GRAB

In addition to Merchant Law Group and Momentous, 10 other Canadian companies hope to own new domain names. Here's who applied for what, and their plans to make the \$185,000 application pay off

## Alberta Ltd.

Calgary-based Alberta Ltd. is backed financially by L.A.-based Namecheap, a provider of domain name registration, renewal and transfer

### ● PLACE

Dot-place would serve as an alternative to generic top-level domains (gTLDs) like .com, according to Alberta Ltd.'s application.

## CompassRose.Life Inc.

A Calgary-based internet company led by Antony Van Couvering, CEO at Top Level Domain Holdings and Minds + Machines, which provides registry services to top-level domains

### ● LIFE

Dot-life would be positioned as a place for individuals, companies, and non-profit organizations to promote the betterment of life, including freedom of expression. According to its application, CompassRose.Life would market the domain in a variety of ways, including through partnerships with charities.

## Big Room Inc.

In partnership with World Wildlife Fund, Greenpeace, Suzuki Foundation and other organizations, Vancouver-based Big Room, founded by three environmentalists, is coordinating the community's application for .eco

### ● ECO

Big Room co-founder Jacob Malthouse, who previously worked for the United Nations, says .eco would provide a hub for standardized environmental information about organizations. "It would allow individuals and environmental groups to understand who is the Sidney Crosby and who is still in the minor leagues when it comes to environmental claims," says Malthouse.

## PointQuebec

A non-profit organization dedicated to promoting a new Quebec identity on the web. Its founders include Normand Fortier, owner of Mediafusion, a Montreal-based company that provides a domain name registration and reservation system

### ● QUEBEC

The organization wants to use .quebec to "promote culture, tourism and commerce on the Internet," according to its website.

## Federated Co-operatives Limited

A Saskatoon-based co-operative owned by 240 retail cooperatives in Western Canada. Together, FCL and its member/owners are known as the Co-operative Retailing System (CRS)

### ● CRS

FCL's member retailers and their branches would connect via .CRS, a common, authentic and secure top-level domain, states the co-operative's application.

## Canadian Real Estate Association

Ottawa-based CREA represents the interests of more than 100,000 real estate brokers, agents and salespeople, including the federal government and its agencies

### ● MLS

CREA has applied for .MLS to "protect its MLS trademark," the association said in a statement.

### ● REALTOR

As part of a partnership with the National Association of Realtors, CREA says .Realtor would be exclusively used by licensed real estate professionals to market their services.

## Tucows

Tucows sells domain names such as .ca and .biz to ISPs, web hosting companies and domain name resellers. Michael Goldstein, VP of marketing for Tucows, says it hopes to do the same for those companies that secure new gTLDs. But Goldstein says the company has also applied to manage four gTLDs of its own

### ● MEDIA

With 185,000 instances of "media" in the last word of a .com address, Goldstein says the domain name could be attractive to media planning and buying companies, as well as content providers.

### ● ONLINE

The word "online" is the last word of about 670,000 .com addresses. It could also become an alternative to .com, but Goldstein says Tucows' initial marketing strategy would be to focus on targeting companies already with online at the end of their web address.

## Shaw Cablesystems

Telecommunications and entertainment company

### ● SHAW

Shaw did not comment by press time, but University of Ottawa's Michael Geist says the company could take an approach similar to the one that Rogers is considering.

## Rogers Communications

Provides communications services, including those through wireless brands Fido and Chatr

### ● ROGERS, ● FIDO and ● CHATR

Catherine Douglas, manager, intellectual property assets, Rogers Communications, says Rogers wanted to ensure "we have taken every opportunity to protect the Rogers brands." She says the company is currently "assessing opportunities and a potential plan to incorporate the top-level domain names applied for into our overall brand marketing strategy."

### ● MARKETING

There are about 120,000 instances of "marketing" as the last word in a .com address. "We can see that 'marketing' is not just a word stuck onto the end of a domain name for a company to get a .com address they wanted, but that the word defines them in some way," says Goldstein. He says if Tucows wins the rights for .marketing, it would approach those 120,000 companies about moving "marketing" from their web address to the .com position.

### ● GROUP

The word "group" is the last word of about 420,000 .com addresses. Goldstein says this domain name would be of particular interest to hobbyists and could also take off as a generic alternative to .com.