A Tel All About .tel
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.tel is a new gTLD (general top level domain) that launches December 3, 2008.

This article provides an overview of: .tel's function; registration timeline, eligibility criteria, and term; available dispute resolution; and the potential benefits to and impact on brand owners.

What is .tel?

 .tel is a domain name, sponsored by Telnic Limited ("Telnic"), which is solely used to store specific types of information (primarily contact information) for an organization or individual.

The information stored at a .tel domain is restricted to the following.

1. **Contact information** (e.g. landline, mobile and fax phone numbers; e-mail; VoIP).

2. **Content links** (e.g. http or ftp sites; corporate/organization websites; blogs).

3. **Navigation links** to allow customers to reach a specific department or location within an organization.

For example, ACME Brand's .tel domain name acmebrand.tel could be set up in a manner so that contact information for ACME Brand's Canadian location at 123 Avenue Road in Toronto, Canada, is accessible at 123avenueroad.toronto.canada.acmebrand.tel.

4. **Geolocation information** (map(s) to the address(es) of the owner's locations(s)).

5. **Indexable text** (e.g. keywords**).** Indexable text allows the .tel owner to, for e.g., store information at its .tel site to promote a specific location within its organization.

Other types of information (e.g. pay-per-click advertising) cannot be displayed at a .tel domain.

While the domain name owner determines the data at a .tel domain name, the appearance of the listings at each .tel domain name is standardized per Telnet's policies. .tel can be integrated into the contact page of a .tel owner's website in a manner that integrates the "look and feel" of the owner's website.

.tel listings can be stored in the contact software of computers and smart phones. Such integration allows for the automatic updating of contact information if the information in the .tel listing is changed.

Registration timeline and criteria

There are three (3) phrases in .tel's launch:
1. the sunrise period (December 3, 2008 – February 2, 2009);

2. the landrush period (February 3 – March 23, 2009);

3. the general availability period (March 24,2009 and after).

Dispute resolution

Third parties can challenge sunrise applications within 10 days of their acceptance, per the .tel Sunrise Policy.

After the sunrise period, third parties can challenge a registration via ICANN's Uniform Domain Name Dispute Resolution Policy (UDRP) or before a court of competent jurisdiction.

Potential benefits to and impact on brand owners

.tel provides brand owners with an Internet presence that allows customers to access contact information for the brand owner in one place without the brand owner having to build a website. .tel allows customers to have only one entry in their electronic address books, wherein the contact information for the registrant is automatically updated.

The restrictions on the information can be accessed at .tel listings protects brand owners from cybersquatters who seek to monetize domains via pay-per-click advertising. After the sunrise period ends, however, brand owners will still be vulnerable to cybersquatters holding .tel domain names for ransom and registering .tel domain names to confuse consumers into buying the cybersquatter's goods and/or services instead of the brand owners' goods and/or services.

Potentially, .tel domain names containing brand owners' trade-marks can be registered after the sunrise period to provide a listing where brand owners contact information could be displayed for customer complaints – a variation of the "sucks" cases.

Additional information and beta testing

Additional information on .tel can be obtained from Telnic at **www.telnic.org**.
Telnic has launched a beta testing program called VIP.tel which allows users to obtain a .vip.tel domain name for free, allowing users to test the publication and management of

contact information and keywords at .tel until February 3, 2009. More information on VIP.tel can be found at **www.telnic.org/vip**.

Publication: namesmash blog
Link: http://www.namesmash.com/?p=172#more-172