

## First come, first served process sees Baidu.eu win Baidu.tel

*Organizations sharing international brands names need to act now*

**LONDON, United Kingdom – Monday 12<sup>th</sup> January, 2009** – Telnic Limited ([www.telnic.org](http://www.telnic.org)), the registry operator for the new .tel top level domain (TLD), today confirmed that Baidu Europe ([www.baidu.eu](http://www.baidu.eu)), the Groningen-based automation and web design solutions organization, had secured the rights to the baidu.tel domain name, having been the first to apply for the domain name in the trademark protected Sunrise period. Telnic also urged organizations to seriously consider applying for them during the Sunrise period which closes on February 2<sup>nd</sup> 2009.

“A .tel address stands out. It's different, so it's easy to remember. Our baidu.tel domain will be the contact point for all our current contact information, including telephone, fax, address, VOIP/Skype, SMS, e-mail and Instant Messaging information,” explained Paulien Wiertsema, Marketing Director at Baidu Europe. “Baidu Europe wants to take advantage of the IP infrastructure and emerging VOIP to link various pieces of contact data to an easy-to-remember name like baidu.tel. We also believe that the Baidu.tel domain name generate advertising and sales revenue for us.”

Justin Hayward, Communications Director at Telnic, added: “We’re delighted that Baidu Europe has secured a .tel domain for their business and that they recognize the commercial benefits to this. Companies need to understand that the .tel will have a global impact and can be accessed by any device connected to the internet in any country, so trademark owners really need to make sure they’re going to be well placed with their brands in this mobile-optimized contacts directory.

All Sunrise applications are assessed on a first come, first served basis where there are multiple applications for the same trademark. Validation is conducted by an independent validation agent, Deloitte. All applications need to be submitted through an ICANN-accredited registrar. A list of participating registrars can be found at <http://www.telnic.org/business-buy.html>. Organizations with trademarks have until February 2<sup>nd</sup> 2009 to protect them before Landrush begins on February 3<sup>rd</sup> 2009 when any individual or company can purchase any available .tel domain.

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