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**FOR IMMEDIATE RELEASE**

**.Co Global Trademark Sunrise Ends June 10**  
***Deadline for Companies to Protect Brands Before Landrush***

Boston, MA, June 1, 2010 – Companies have just ten days to protect their trademarks before the landrush for the dot-co domain name. EnCirca ([www.encirca.com](http://www.encirca.com)) will stop accepting applications on June 10 at 12:00 noon eastern standard time.

.Co, a county-code domain name, is reinventing itself and will soon be available for unrestricted international use. The suffix .co is universally recognized as an abbreviation for company. In a recent .co registry survey, 75 percent of respondents equated .co with “company”, “corporation,” or “commerce.” In fact, nearly 50 countries use .co as a second level domain name to depict just that, such as co.uk and co.jp.

The business case for owning a .co is clear – it’s an ideal platform for business and commerce – especially on an international basis. As a domain that recently had registration restrictions removed, there are millions of great domains available. Companies looking to protect their trademark will need to move quickly to protect their brand and trademarks as .co will be open to all interested parties. By participating in the Sunrise period, you’ll have first dibs on your preferred name to help develop or secure your brand online.

So, don’t delay! Get in before the rush and reserve your trademark or brand name today with EnCirca. The Sunrise period for global trademark holders ends June 10th and is followed by Landrush for anyone interested in .co from June 21st through July 13th.

To check out more about .co, visit EnCirca’s .co domain page.

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**About EnCirca**

EnCirca is an ICANN-Accredited domain name registrar that specializes in the creation, management and protection of digital brands. It is an authorized reseller for the .co domain. EnCirca is proud to be the registrar-of-choice for trademark owners. For more information, please visit [www.encirca.com](http://www.encirca.com)