



## . .inc Domains are Now Available to Trademark Holders

It is advised that all trademark holders can register their **.inc domains** before public availability begins on April 30<sup>th</sup>, 2019. During the first half of sunrise, 30% of the top 50 Interbrand Global Brands have registered **.inc domains**, including Amazon.inc, Google.inc, BMW.inc, and Facebook.inc.

All **.inc domains**, including one and two characters, are available now on a first-come, first-served basis:

- March 27 – April 30: Priority trademark registration (Sunrise: SMD file required)
- April 30 – May 7: Priority public registration (EAP: no requirements)
- May 7: Global public registration (GA: no requirements)

### Why buy a .inc domain?

- **“Inc.” is synonymous with business all over the world:**  
75% of all legally formed businesses in the US are incorporated, meaning millions of company names already end with “Inc.” It is so ubiquitous with business that it is even used by companies located in countries that do not incorporate, such as Baidu Inc. in China.
- **.inc is secure and reputable:**  
.inc is a premium namespace for an exclusive community, with the universal cachet that shows customers you mean business.
- **Save time and money with .inc:**  
Avoid negotiating with private sellers for pre-owned domains. Register **.inc domains** instead, with customer support a call or click away through an authorized retailer.

## How to use a .inc domain ?

**.inc domains** can be used for any purpose, such as corporate sites, newsrooms, investor relations, employee portals, or corporate email.

See how other businesses are using their **.inc domains**:

- Freshii Inc. operates their corporate site on [www.Freshii.inc](http://www.Freshii.inc) (previously [ir.freshii.com](http://ir.freshii.com))
- Collab Inc. rebranded to [www.Collab.inc](http://www.Collab.inc) (previously [collabcreators.com](http://collabcreators.com))
- Fluency Inc. launched their new project on [www.Fluency.inc](http://www.Fluency.inc) (previously [fluencyinc.co](http://fluencyinc.co))
- Fox Corporation uses [www.Fox.inc](http://www.Fox.inc) for investor relations (previously [investor.foxcorporation.com](http://investor.foxcorporation.com))

**.inc domains** are being registered by companies around the world and across every sector, such as:

- Technology: Dell.inc, Google.inc
- Automotive: Nissan.inc, Autotrader.inc
- Apparel: UrbanOutfitters.inc, Hanes.inc
- Consumer products: OculusVR.inc, Rolex.inc
- Finance: GoldmanSachs.inc, Bloomberg.inc

## **.inc member benefits:**

.inc domains appeal to businesses of all sizes. Each domain includes more than \$2,500 worth of free member benefits from popular brands like LegalZoom, 99designs, WeWork, and Delta Air Lines. Learn more about the member benefits at [www.get.inc/benefits](http://www.get.inc/benefits).

## How to get a .inc Domain

Register .inc domains at authorized retailers like CSC, MarkMonitor, GoDaddy and more. Eligible trademarks should be registered in sunrise by April 30, 2019.

⇒ Visit [www.get.inc](http://www.get.inc) for more information.