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Launch of New Generic Top Level Domains *.store* and *.shopping*

From time to time, new generic top-level domains (gTLDs) become available for registration.

Among the many gTLDs newly available is *.store*. This gTLD is intended to provide brand owners with a domain that is instantly recognized as an online destination where products and services are offered and sold. The *.store* gTLD is potentially most relevant for retailers. For trademark holders who have already verified their mark with the Trademark Clearinghouse, the “Sunrise Period” provides an advance opportunity to register the *.store* domain before it becomes available to the general public. The Sunrise Period is currently open and will expire on June 5, with registration pricing beginning at \$1,500 per domain.

Similarly, the *.shopping* domain will shortly become available, and can provide another online platform for retail sales, giving brand owners and retailers the ability to create a digital community with their customers. A timeline and pricing schedule are not yet available for this new gTLD.

For more information, please contact any of the following members of Katten’s **Intellectual Property** practice.

Karen Artz Ash
+1.212.940.8554
karen.ash@kattenlaw.com

Doron S. Goldstein
+1.212.940.8840
doron.goldstein@kattenlaw.com

Jessica M. Garrett
+1.212.940.6523
jessica.garrett@kattenlaw.com