

## Registration of Chinese Domain Name

The Singapore Network Information Centre (SGNIC), the national registry for domain names, will accept initial registrations for Chinese Domain Names (CDN) with effect from 23 November 2009. CDNs will be offered at both second and third levels in all categories (namely, <.sg>, <.com.sg>, <.gov.sg>, <.org.sg>, <.edu.sg>, <.net.sg>, and <.per.sg>).

A CDN is a domain name that contains one or more Chinese characters. Presently, domain names have been in Latin characters like <abc.com.sg>. CDNs allow for Chinese characters to be used within domain names, for example, <黄德森.sg>, or <黄德森.com.sg>.

This opens up a whole new range of domain names for users. In particular, businesses can use CDNs to reach out to the Chinese markets which may feel more comfortable using their own language.

Upon successful registration of a CDN, the applicant will receive a full traditional domain name, and a full simplified domain name, of the CDN. Both will be automatically activated.

Registration of Chinese domain names will be phased according to the schedule below, with single-character Chinese domain names:

Phase	Registration Period
Priority Phase 1 : Government Agency Registrations	23 Nov 2009 - 31 Dec 2009
Priority Phase 2 : Trademark Owners Registrations Trademark owners need to be registered with the Intellectual Property Office of Singapore (IPOS) Service marks will not be eligible Multiple applications will be subject to bidding	7 Jan 2010 - 18 Feb 2010
Sunrise Phase a. All entities may apply but will be subject to a priority fee b. Multiple applications will be subject to bidding	25 Mar 2010 - 6 May 2010
General Launch (all entities may apply)	10 Jun 2010 onwards

*The content of this article is only intended to provide general information on the subject covered. Nothing in this article should be treated as legal advice.*

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