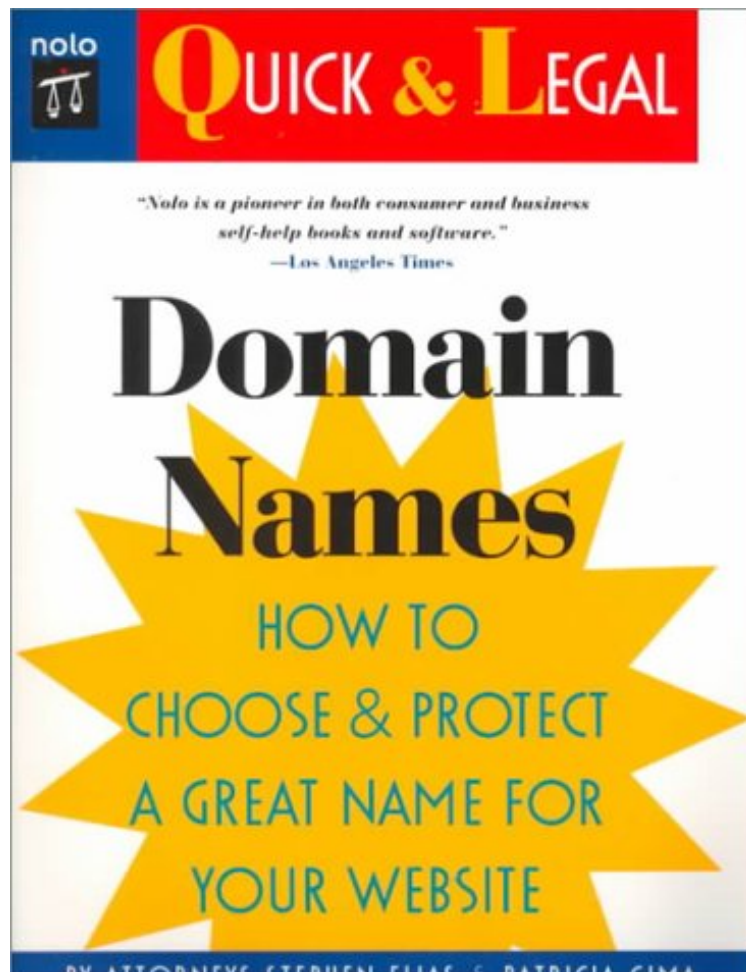


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Domain Names: How to Choose and Protect a Great Name for Your Website (Quick Legal)

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Stephen Elias, Patricia Gima : Domain Names: How to Choose and Protect a Great Name for Your Website (Quick Legal) before purchasing it in order to gage whether or not it would be worth my time, and all praised Domain Names: How to Choose and Protect a Great Name for Your Website (Quick Legal):

9 of 9 people found the following review helpful. Worth the \$20By Robert KallThis was the second book (there are only two in print) I bought in my quest to understand the domain name business. It does provide some useful information on coming up with your own domain name and it does provide lots of info on trademark considerations in choosing a domain name. It is primarily for the trademark considerations that I give it the three star rating. While the Ronan's book on Domain Names (The Domain Name Handbook; High Stakes and Strategies in Cyberspace by Ellen

Rony, Peter R. Rony) does a nice job on covering trademark history, this book does a better job from a "How-to" point of view, which is not surprising since it is published by an interesting publishing house, Nolo, which puts out lots of how-to law books. I expect to order more of these. By my read, about 55 pages of the book are clearly related to domain names. The rest of the book is more related to trademark considerations. It's almost as if they took a book on trademarks and modified it and added the pages on domain names. Since, if you screw up on a trademark factor with even a single domain name registration, it could cost you at least the \$16 or less cost of a name registration, this book's \$20 cost is well worth the investment and time pursuing its detailed trademark coverage, to prevent running into trademark problems. Rob Kall, author, domainnamereport12 of 13 people found the following review helpful. A quick read could save you a lotta headaches. By A Customer. With clever (and even not-so-clever) names for websites disappearing faster than you can say "Internet Start-Up," e-entrepreneurs need to know that their choice won't be whisked out from under their ISPs. This book explains in plain English how to choose a name that works for your business and protect it once it's yours. It covers the different issues you need to consider whether you're shepherding an existing business onto the Web, or launching an e-commerce start-up. The book also discusses how domain names and trademark issues relate to one another. Written by lawyers based in the U.S., it earns minus one star for not addressing non-American-Centric Domain legal hurdles. It is after all the WORLD wide web, not only an American Web. The final chapter, "Help beyond this book" is in the practice of the Web, a sort of hyperlink to further domain name resources. 5 of 5 people found the following review helpful. A Valuable Book. By Bill Bazik. Some inventors and entrepreneurs may have become gun-shy about utilizing the Internet to promote their products after the collapse of more than 100 dot-coms and the disappearance of 40,000 dot-com jobs in 2000. However, the fact remains that the Internet has become a powerful business tool not only for "new economy" companies but also for "old economy" companies. This book provides the basis for making informed decisions for selecting, maintaining, and using domain names to promote your product or service. The authors immediately make the point that "Choosing a name, or more than one, for your web site is no trivial matter -- your decisions can make or break your business". They offer as proof as to the value of a good domain name the fact that one such name, just the name itself, sold for \$7.5 million! The book details how and where to register your domain names. Network Solutions Inc. (NSI), is the current dominant register, but others are listed and their web addresses given. It is vital to be the "senior user", i.e., the first to actually use the name. This applies to any domain name and in particular to when your name is also a trademark. It is also vital that your name be distinctive and that it avoids confusing customers by its spelling or by the sound of the name. The authors quote George Eastman's famous advise about name selection -- "Be short, be vigorous, be easily spelled, and mean nothing". They note U.S. trademark laws specify six types of names that cannot be used. One such category consists of names that "contain immoral, deceptive, or scandalous matter". If you wish to sell or buy a domain name, the book provides a domain name transfer agreement form. A chart is given that lists the various factors to be considered if you discover someone is using your name or an excessively similar name. You must be alert to "cybersquatting". That is others using your trademark as a domain name. In 1999, Congress passed a law against such bad-faith use of names. In about 15 minutes, you can now search the U.S. Patent and Trademark database for registered or pending trademarks. The book gives directions and screen images of this site. A great deal of time, money, and grief may be avoided by making this simple trademark search. The book also lists other sites, such as [...] for currently used commercial names. Always remember that the "likelihood of confusion" is often the key ingredient in trademark hassles. Many court decisions have been made in this area, but it is still a gray area in some cases. The authors devote a full chapter as to how to register your domain name as a trademark in the U.S. Patent Office. Having a registered trademark is a powerful position to be in if a legal dispute arises. Another chapter, "Help Beyond This Boo", provides information as to where to go to do legal research regarding federal laws. It also provides advice for finding a lawyer who is competent with regard to trademarks and who is respectful, honest, and conscientious. Uncontrolled "billable hours" can ruin you financially. Read this section well. The book's appendix contains a complete listing and explanation of the 42 classes into which trademarks are divided. Also, several pages detail how recorded computer software now is assigned to various classes. In common with other Nolo publications, this book does a superb job of explaining, in plain English, the practical and legal aspects of the subject. This book will not make you into a domain name lawyer, it does not claim to, but reading it may save you a lot of grief down the road.

With clever (and even not-so-clever) names for websites disappearing faster than you can say "Internet Start-Up," e-entrepreneurs need to know that their choice won't be whisked out from under their ISPs. This book explains in plain English how to choose, register and protect a domain name that works. Written both for those shepherding an existing business onto the Web and those launching an e-commerce start-up, it explains how to: * check on the availability of a domain name and register it * check the trademark status of a domain name * register a domain name electronically with the U.S. Patent and Trademark Office * determine your rights as the owner of a domain name * proceed if a desirable domain name has already been snagged. Bursting with up-to-date information, including the latest on federal anti-cybersquatting legislation, Domain Names includes a sample dispute notification letter and a sample domain-name sales agreement. Be king of your domain name with this user-friendly guide!

Nolo once again comes to the rescue...concise advice and instruction about how to avoid trademark infringement suits and ... -- Keri Hayes Troutman, ComputerCurrentsRead 'Domain Names'... [to] make sure the name is available and can legally be yours." -- NewsweekThis is an invaluable guide for anyone who wants to grow his or her business on the Web.... -- Small Business OpportunitiesAbout the AuthorStephen R. Elias is an attorney, an editor at Nolo.com, and author of many Nolo titles, including: Patent, Copyright and Trademark; How to File for Chapter 7 Bankruptcy, Trademark: Legal Care For Your Business and Product Name, Legal Research: How to Find and Understand the Law, and Nolo's Pocket Guide to Family Law. Steve has been interviewed by most major media including The New York Times, The Wall Street Journal, Newsweek, The Today Show, Good Morning America, 20/20, Money Magazine and more. He received his law degree from Hastings College of Law and practiced law in California, New York and Vermont before joining Nolo in 1980. In recent years much of Steve's time at Nolo has been devoted to the fields of self-help legal software and online legal information. He is one of the original authors/designers of Nolo's bestselling WillMaker program, as well as the software version of Nolo's Patent It Yourself. Patricia Gima graduated from Hastings College of the Law in 1992 and has been an intellectual property attorney and an editor at Nolo since 1994. Patricia is co-author of Nolo's Pocket Guide to California Law and The Trademark Registration Kit.