

IAM: more than patents, beyond trade marks, way past IP. Fresh thinking from Watermark.

# Domain name registration in Australia.

## Domain types

There are numerous TLDs (top level domains). The more common ones are:

com	Businesses and commercial organizations (for NZ is .co.nz)
net	Network infrastructure providers and IT businesses
org	Non profit organizations and political groups
info	Information resource websites
biz	Commercial or business purposes (was introduced many years after .com)

The same broad definitions apply regardless of the country. Australia appears to be the only country which stipulates rules for what domain a person registers.

## com.au eligibility rules

Registrant must be

- An Australian registered company, or
- Trading under a Australian business name, or
- An Australian partnership or sole trader, or
- Licensed to trade in Australia, or
- Owner of an Australian registered trade mark, or
- An applicant for an Australian registered trade mark, or
- An Australian incorporated association, or
- An Australian commercial statutory body

Further, the domain names in the com.au TLD must be an exact match, abbreviation or acronym of the registrants name or trademark, or otherwise closely and substantially connected to the registrant.

The other ccTLD (org.au, net.au etc) have similar criteria based on the purpose of the ccTLD.

(It can take up to 72 hours for an application to be processed – ie check eligibility requirements – thus someone else may get in first even if domain was available when application was made.

## What we will require to register a domain name

- What domain name is desired (eg watermark)
- What TLD or ccTLD is desired (eg com.au)
- Full details of the registrant, (including email contact details – this should be an email that is checked regularly and unlikely to change over time. Eg mail@watermark.com.au)
- Eligibility basis for the application (ie what is entitlement for com.au domain) if an AU ccTLD

## Melbourne

T +613 9819 1664  
F +613 9819 6010

## Sydney

T +612 9888 6600  
F +612 9888 7600

## Perth

T +618 9325 1900  
F +618 9325 4463

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Domain  
Names

For more information on Watermark's comprehensive range of intellectual property services contact mail@watermark.com.au

