

name.space Press Release

March 21, 2012

name.space, Inc. (“**name.space**”), a pioneer in the origination, marketing, and use of generic Top Level Domains (“gTLDs”) announced today that it had filed for trademark protection for a number of its existing portfolio of 482 generic Internet Top-Level Domains (gTLDs).

“This is an exciting day for all of us here at **name.space**,” said Alex Mashinsky, CEO of **name.space**. “We have been using these gTLDs in commerce since 1996, and so we already have trademark protection for these and our other gTLDs. But filing for formal recognition is part of our strategy to help the market realize the value of our existing portfolio of gTLDs and the high quality of service **name.space** provides and that users actively associate with these gTLDs and **name.space**.”

name.space will be participating in the 2012 ICANN application round, both to file applications for ICANN recognition of **name.space**'s gTLDs and to protect **name.space**'s existing rights. In addition, **name.space**'s application for ICANN recognition of 118 gTLDs is still pending from the 2000 application round. As Paul Garrin, **name.space**'s founder and longtime leader in the gTLD community, made clear, “ICANN will have to resolve these open applications to preserve the integrity of the application process. We have noted the plans of other registry hopefuls to participate in the 2012 application round. But none of those other entities has our combination of longstanding origination and use and existing unresolved applications from the 2000 process. That puts us in the leading position.”

name.space, founded in 1996, is a privately held TLD registry company based in New York City. As a first mover and innovator in the Internet Top-Level Domain space, **name.space** owns the worlds largest exclusive portfolio of generic Top Level Domains. As the bona-fide originator of hundreds of gTLDs name.space is in a unique position to achieve dominance in the gTLD market. <http://namespace.us>

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