

BEWARE DOMAIN-NAME PIRATES!

Problem

Companies buying and selling domain names- Domain Name Companies ("DNC's") are monitoring Companies House for newly incorporated companies.

DNC's buy domain names based on newly incorporated company names registered at Companies House- for example for a company called "Arts to Life Limited":

www.artstolife.com

www.arts-to-life.net

www.arts2life.biz

Having bought various permutations of the company name the DNC then contacts the newly incorporated company and attempts to sell the names to the newly incorporated company at a premium.

(NB: domain names can be bought for as little as £2 per annum; in contrast in a recent case, a DNC was asking between approximately £20 and £40 per annum in respect of each name).

Solution

If you wish to incorporate a company and buy domain names using the name of the company (or a similar name) it is advisable to buy the domain name and the various permutations of the name before incorporating the company; once the domain name has been secured you can proceed to safely incorporating the company.

(NB: In order to protect the effectiveness of the domain name as many permutations (as reasonably required according to your needs) should be purchased; this prevents a rival company/website using similar domain names).

In urgent cases a company can be incorporated under a completely different name which can be changed after you have purchased the appropriate domain names.

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