

## **.HEALTH DOMAIN SUFFIX REGISTRATION OPEN EXCLUSIVELY FOR HEALTH-RELATED ENTITIES UNTIL NOVEMBER 30, 2017**

Health-related entities and individuals should consider securing registration for ".health" domain suffixes associated with their legal and/or trade names during the health industry exclusivity period now through November 30, 2017. The new .health top level domain suffixes provide unique opportunities for health-related entities and individuals to solidify branding in their current and future digital marketing campaigns, and as many health-related entities move from "health care" branding towards "health" branding, the .health domain suffix may become a natural and attractive extension of the brand.

Owners of .health domains can utilize any participating .health domain registrar to register their new domain. Once registered, owners can either utilize the .health domain directly as a new website address or redirect the .health domain to the owner's current website address.

The exclusivity period is available to health-related brands, organizations and individuals who meet the criteria of two groups established by domain administrator **dotHealth LLC**. This includes:

- **Group 1: Products and services that are in the center of health care and medicine**, including those primarily engaged in manufacturing, processing and/or isolating biological, medicinal and pharmaceutical compounds.
- **Group 2: Products and services that are ancillary to the success of the industry but still critical – such as information and technology**, including those primarily engaged in promoting the professional interests of their members and the profession as a whole through publishing, research and certifications for their members as well as lobbying.

According to dotHealth, any entity in Group 1 will obtain immediate approval of a domain registration token application that can be used for domain registration, whereas an entity in Group 2 will qualify for a domain registration token if a significant amount of the membership, audience, readership or customer base is represented in Group 1. For more information, or to see if you or your health-related entity qualifies, visit <https://get.health/healthindustry>.

As of September 6, 2017, the .health domain currently has 1,740 registered names, more than 80 percent of which are "parked" (meaning the domain name is registered, but there is no website or email associated with the domain at this time). The high number of "parked" domains likely means that many .health domain owners are still determining how to utilize this new resource.

After the health industry exclusivity period closes on November 30, public registration opens on December 5, 2017. Therefore, if a health-related entity or individual does not register a .health domain with their legal and/or trade names by November 30, any party may register those legal and trade name .health domains - even if such party is outside of the health industry or not affiliated with the health-related entity or individual.

For assistance with .health domain registrations or other health IT counsel needs, please contact:

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- **Tony Caldwell** at (317) 977-1469 or [acaldwell@hallrender.com](mailto:acaldwell@hallrender.com); or
- Your regular Hall Render attorney.