

Domain Names

Must:

- Be fully dot-com available. <http://www.trek.com/> <http://www.whitehouse.gov/>

Should:

- Have all spelling variants locked down. <http://www.utube.com>

Criteria for Quality:

- Length between 4-10 characters. hp cnn ebay . . . accenture darwinator instantdomainsearch
- Unambiguously pronounceable. scribd xootr
- Evoke positive brand associations. epodia
- Provide flexibility for product/business strategy novacruz
- But, communicate benefits... ScoopFree
- Work globally. xootr

Design "Space"

.com

**38^{10} = huge
(a billion billion or so)**

A	A	A	A	A	A	A	A	A	A	A
B	B	B	B	B	B	B	B	B	B	B
C	C	C	C	C	C	C	C	C	C	C
D	D	D	D	D	D	D	D	D	D	D
E	E	E	E	E	E	E	E	E	E	E
F	F	F	F	F	F	F	F	F	F	F
G	G	G	G	G	G	G	G	G	G	G
H	H	H	H	H	H	H	H	H	H	H
I	I	I	I	I	I	I	I	I	I	I
J	J	J	J	J	J	J	J	J	J	J
K	K	K	K	K	K	K	K	K	K	K
L	L	L	L	L	L	L	L	L	L	L
M	M	M	M	M	M	M	M	M	M	M
N	N	N	N	N	N	N	N	N	N	N
O	O	O	O	O	O	O	O	O	O	O
P	P	P	P	P	P	P	P	P	P	P
Q	Q	Q	Q	Q	Q	Q	Q	Q	Q	Q
R	R	R	R	R	R	R	R	R	R	R
S	S	S	S	S	S	S	S	S	S	S
T	T	T	T	T	T	T	T	T	T	T
U	U	U	U	U	U	U	U	U	U	U
V	V	V	V	V	V	V	V	V	V	V
W	W	W	W	W	W	W	W	W	W	W
X	X	X	X	X	X	X	X	X	X	X
Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Z	Z	Z	Z	Z	Z	Z	Z	Z	Z	Z
0	0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
+	+	+	+	+	+	+	+	+	+	+
-	-	-	-	-	-	-	-	-	-	-

Process

1. Generate a few hundred alternatives
 - Identify fragments
 - Construct compound words and synthetic words
 - (most dictionary words are not available)
 - Tools: dotomator, visual thesaurus
2. Check for full dot-com availability including obvious spelling variants
 - Tools: dotomator, instantdomainsearch
3. Select top 10 or so based on criteria (length, etc.)
4. Render names graphically
5. Test for:
 - Recall
 - Liking
 - Spellability
 - Associations



BAUBILT

Small structures you design yourself.



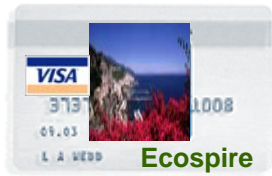
Fabnnex

laser-cut parts made to order as soon as **today**
plastics - aluminum - stainless - plywood

Ecospire 2005



UT 002319 **class C**
member since 2004 ecospire.com



ecospire.com
Ecospire

Your purchase of an Ecospire certificate eliminates the environmental impact of your driving.

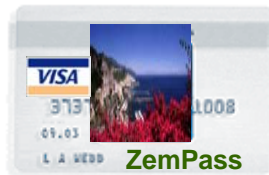
Your membership in Ecospire allows you to join forces with thousands of others to improve the environment.

enter rank 1-3 >

ZemPass 2005



UT 002319 **class C**
member since 2004 zempass.com



zempass.com
ZemPass

Your purchase of ZemPass eliminates the environmental impact of your driving.

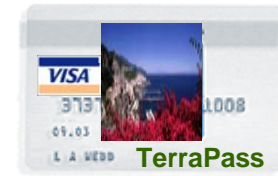
Your membership in the ZemPass network allows you to join forces with thousands of others to improve the environment.

enter rank 1-3 >

TerraPass 2005



UT 002319 **class C**
member since 2004 terrapass.com



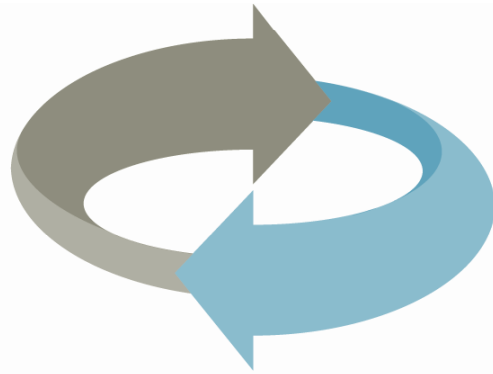
terrapass.com
TerraPass

Your purchase of a TerraPass eliminates the environmental impact of your driving.

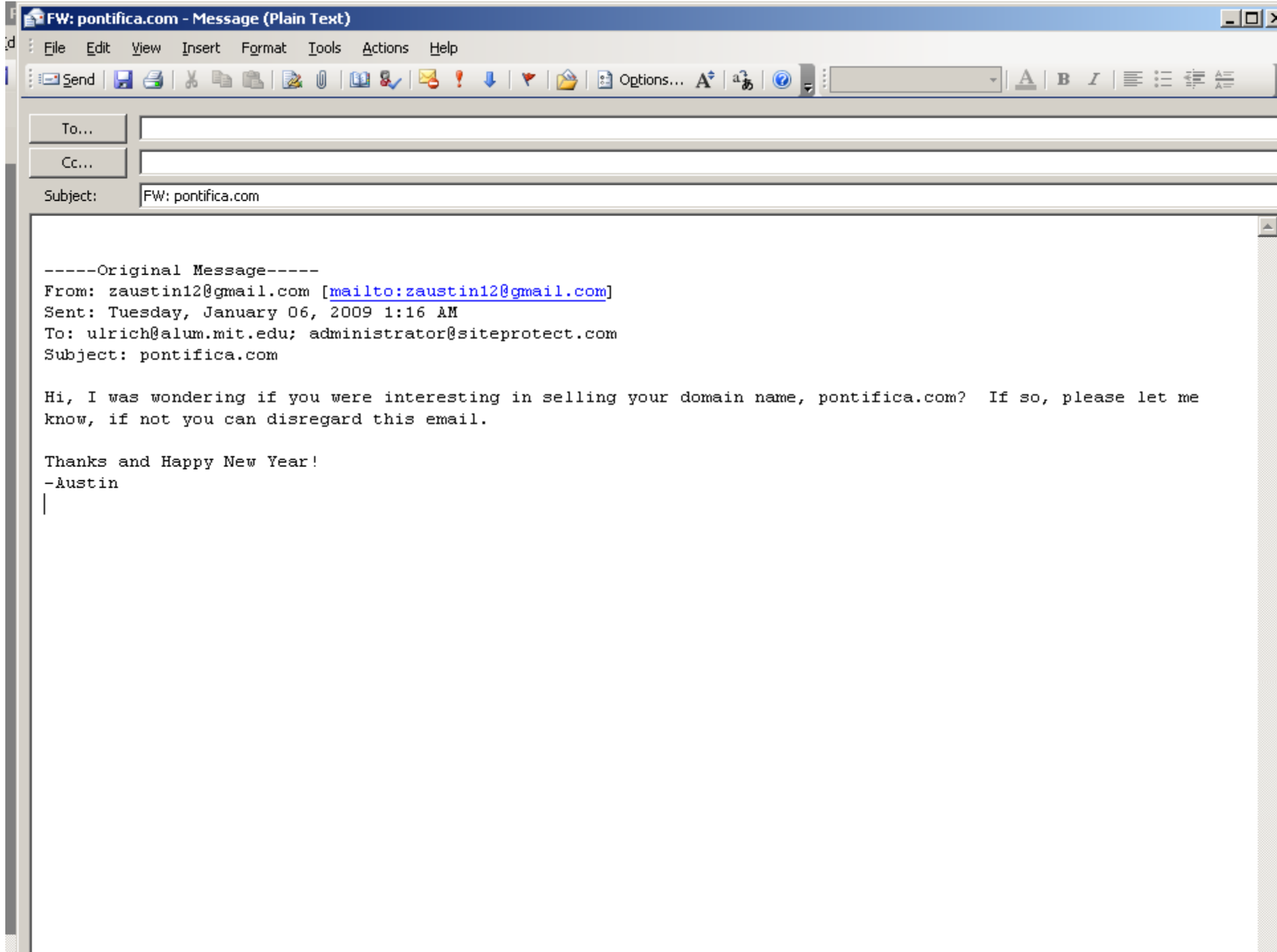
Your membership in the TerraPass network allows you to join forces with thousands of others to improve the environment.

enter rank 1-3 >





terrapass



-----Original Message-----

From: zaustin12@gmail.com [mailto:zaustin12@gmail.com]

Sent: Tuesday, January 06, 2009 1:16 AM

To: ulrich@alum.mit.edu; administrator@siteprotect.com

Subject: pontifica.com

Hi, I was wondering if you were interesting in selling your domain name, pontifica.com? If so, please let me know, if not you can disregard this email.

Thanks and Happy New Year!

-Austin

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