

Leg@I.IT

WHOIS Policy & Best Practices

By Eric Macramalla

Gowling Lafleur Henderson LLP

www.GowlingsOnDomains.com

Eric.Macramalla@gowlings.com

Habs Fan

leg@l^{IT}

CIRA's New (and Shocking) Whois Policy



Best Practices

- Be **DEFENSIVE** and monitor
- Register brands in .ca, .com spaces (and others)
- Register “canada”, “online”, hyphens and “sucks”



WireImage

SEE YOU AGAIN AT LEG@L.IT 2009 !



LAW AND INFORMATION TECHNOLOGIES

April 20 and 21, 2009

Eric.macramalla@gowlings.co

[m](#)

www.GowlingOnDomains.com