

## Special Opportunity for LMA Members Expression of Interest - .law

### What is .law ?

.law is a new top-level domain dedicated to lawyers and law firms worldwide. This new domain offers lawyers an alternative to the overpopulated and unregulated .com domain.

### Why .law ?

A .law domain name provides lawyers with the opportunity to secure not only their name or their firm's name, but also the ability to purchase great premium domains (e.g, newyork.law or dui.law) available for the first time. Registering a .law domain name is as simple as registering any other domain name. Each lawyer registering for a .law domain will be verified and only current lawyers are able to purchase a .law domain.

Because of the strict criteria for the .law top-level domain, users on the Internet will know they are dealing with real lawyers -- not a phishing site, not a lead-gen company, nor any of the kinds of sites that exist in other top-level domains where there is no validation of credentials.

### Pricing

Standard names are \$200 per year and premium name pricing begins at \$530 per year.

### Expression of Interest - EOI

As a member of LMA you are able to submit an early Expression of Interest (EOI) before General Availability. If no other EOI has been made for that domain name, and if the name is not otherwise reserved or registered according to ICANN policies, the applicant will usually be able to buy that name once .law becomes generally available. If more than one applicant applies for the same name, all the applicants for that name will be sent an email and invited to participate in an auction.

### More Information

For more information about your .law domain please email [carl@mindsandmachines.com](mailto:carl@mindsandmachines.com) or [lou@mindsandmachines.com](mailto:lou@mindsandmachines.com).