25 July 2014 - .VN Vietnam domain names – An untapped treasure

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Singapore—25th July 2014— Domain names play an important role in online brand recognition and for businesses in particular, it is a crucial online real estate that create opportunities for marketing, market penetration and information dissemination.

In Vietnam, there are more than 500,000 businesses, but only 40% of those have domain names, including .VN Vietnam domain names and others. The potential of .VN domain names has not been fully tapped, opening various opportunities for companies doing business in Vietnam to reserve their slots.

With a .VN domain name, companies can reach out to the local market, as local Vietnamese consumers get more familiar with businesses operating online in the country. Search engines such as Google.com.vn are more likely to index websites that have .VN as domain name extensions. However, disputes over .VN domain names are not governed by the Law on Intellectual Property and in the case of infringement, the parties have to go through negotiation, arbitration or lawsuit. Thus the most proactive way for brands to protect their online assets is to stake their claim on .VN domain names through registrations.

Vietnam is one of the most dynamic economies in the Asian region, with foreign investors setting a new record high of 6.85 billion US dollars through foreign direct investment (FDI) in Vietnam within the first 6 months of 2014. On 23 July 2014, Starbucks, one of the world's largest global coffee chains, opened their first store in Hanoi and launched their website www.starbucks.vn. .VN domain names are important in securing an online foothold for companies that aim to operate in this booming land.

Realizing the potential of .VN domain names, IP Mirror has launched a new programme dedicated to the registration of .VN as a means to protect companies' online brands.

For more details, companies and individuals may visit http://www.ipmirror.com/domain/register/vn

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