



THE NEW NARALO
MONTHLY CALLS PRESENTS

THE SECONDARY MARKET IN DOMAIN NAMES

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Presenters

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Domain Names are naturally a scarce commodity since they are each necessarily unique. Some domain names rightfully belong to corresponding well-known brand owners, but others are generic terms and are registered on a 'first come, first served' basis. The market efficiently sets the price for these inherently valuable Domain Names. Investable domain names represent a small fraction of all registered domain names and investors are but one player in a global domain aftermarket. Who domain name investors are might surprise you. This talk by NARALO Members Nat Cohen (Director, Internet Commerce Association) and Zak Muscovitch (General Counsel, Internet Commerce Association), will explain the secondary market, the participants, and the benefits and necessity of the secondary market to all stakeholders.



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