

# Companies can start registering dot-Vegas domains

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Companies bored with a dot-com Web address can now spice things up with a dot-Vegas suffix.

Las Vegas-based firm Dot Vegas Inc. is opening up registration for the new domains Monday.

Entities registered with the Trademark Clearinghouse have first dibs on domains. High-demand names will be up for auction starting Aug. 14, and addresses will be available on a first-come, first-served basis starting Sept. 15.

Organizations don't need to be connected to Las Vegas to use the term in their Web address. Dot Vegas CEO Jim Trevino says any company that wants to identify with the Las Vegas lifestyle also might be interested.

ICANN, the nonprofit that coordinates the Internet's domain system, is in the process of rolling out hundreds of new top-level domains, including dot-college, dot-dating, and dot-Miami.

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