KnujOn (nûj-ôn)



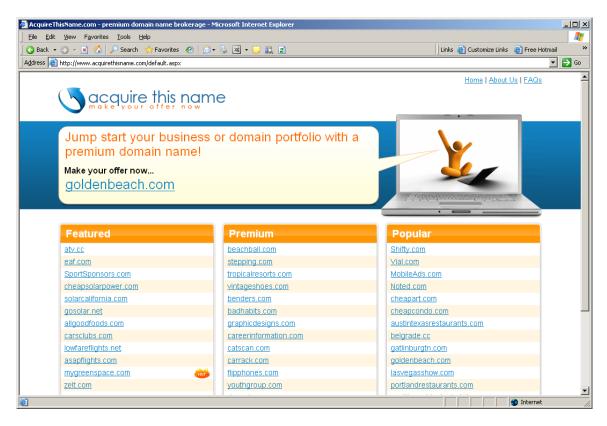
Brief Report on Acquire This Name, INC.

Prepared by Garth Bruen, CEO KnujOn.com LLC

August 11, 2009

Acquire This Name, INC.

The purpose of this report is to explore true ownership of domain resellers. All information present here is fact based on publicly available records.



The apparent domain name reseller Acquire This Name, INC. (acquirethisname.com) posts no clear ownership or location on its site except a post office box: PO BOX 6097, Bellevue, WA 98008

In the "About Us" they provide the following information:

- "Q: Do you own the domains you sell?
- A: No, we represent the domain owner and facilitate the sale of the domain.
- Q: Is AcquireThisName a domain registrar?
- A: No, AcquireThisName is a brokerage firm, representing domain owners. We are not a registrar and do not offer registration services."

Q: Do you own the domains you sell?

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Q: Is AcquireThisName a domain registrar?

A: No, AcquireThisName is a brokerage firm, representing domain owners. We are not a registrar and do not offer registration services.

(http://www.acquirethisname.com/about-us.aspx)
Their FAQ states the following:

"Q: What is your domain sales process?

A: Our reseller relationship with eNom helps make purchasing a domain from Acquire This Name a quick and easy process. After you and your ATN sales account manager agree on a purchase price, you will receive an email with wire instructions and a link to submit our online agreement. The online agreement confirms your interest in the domain and removes it from the open marketplace.

The next step is creating a free account at www.enomcentral.com. After payment is submitted by wire to eNom, the domain will immediately be pushed to your eNom account. At this point the WHOis records will reflect your contact information and you will own and control the domain."

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(http://www.acquirethisname.com/frequently-asked-questions.aspx)

At this point Acquire This Name, INC. has made it clear they are NOT a Registrar but actually a reseller or "brokerage." They have also stated that Acquire This Name, INC. is a reseller of eNom and directs customers to create an account at eNom to manage the domain name.

As for payment, Acquire This Name, INC. states:

"Q: What are the payment options available to me?
A: Our preferred method of payment is by wire to our affiliate, eNom. It is the easiest and most cost effective method. If you are unable to pay by wire, we also have an agreement with Escrow.com to accept payment via credit card."

Q: What are the payment options available to me?

A: Our preferred method of payment is by wire to our affiliate, eNom. It is the easiest and most cost effective method. If you are unable to pay by wire, we also have an agreement with Escrow.com to accept payment via credit card.

(http://www.acquirethisname.com/frequently-asked-questions.aspx)

Statement: eNom is an affiliate of Acquire This Name; Acquire This Name is a reseller of eNom.

We attempted to locate the business registration of Acquire This Name, INC. and found it in Nevada's Secretary of State Business Registration database. However all of the officer names for Acquire This Name, INC. had been scrubbed or deleted through "resignations" on April 8, 2009.

| Entity Actions for "ACQUIRE THIS NAME, INC." | | | | |
|--|-------------------------|-----------------|---|--|
| Sort by File Date | | | | |
| 1 - 5 of 5 actions | | | | |
| Actions\Amendments | | | | |
| Action Type: | Resignation of Officers | | | |
| Document Number: | 20090338852-50 | # of Pages: | 1 | |
| File Date: | 04/08/2009 | Effective Date: | | |
| (No notes for this action) | | | | |
| Action Type: | Resignation of Officers | | | |
| Document Number: | 20090338853-61 | # of Pages: | 1 | |
| File Date: | 04/08/2009 | Effective Date: | | |
| (No notes for this action) | | | | |

Acquire This Name currently has no officers listed with the Nevada SOS and has actually passed the deadline for supplying this information.

| Officers | | |
|---|--|--|
| No active officers found for this company | | |

| File Date: | 5/6/2008 11:45:05 AM |
|-----------------------|----------------------|
| Corp Number: | E0293252008-4 |
| List of Officers Due: | 5/31/2009 |
| Expiration Date: | |

However, we were able to determine that the resigned officers were SARAH AKHTAR COOPER and MICHAEL BLEND. We also found two WIPO decisions where Acquire This Name, Inc. was ordered to surrender a domain name for trademark reasons. The respondent in one of these cases was Matt Overman.

(http://www.wipo.int/amc/en/domains/decisions/html/2009/d2009-0411.html,

http://www.wipo.int/amc/en/domains/decisions/html/2008/d2008-1162.html)

Sarah Akhtar Cooper is the General Counsel of eNom
Michael Blend is the Senior Vice President of Demand Media (eNom)
Matt Overman Director of Domain Sales at Demand Media (eNom)

Additionally, acquirethisname.com is hosted and sponsored by eNom.

From the list of officers and the cited payment structure, it does not appear that Acquire This Name is really a reseller or even a separate entity.

One of the reasons Acquire This Name came to our attention was due to it sale offering of the domain "equateconsonant.com" Like many "parked" expired domains equateconsonant.com hosts a search driven advertising engine. Unfortunately it is providing a gateway to illicit pharmaceuticals. These are not organic search results, but paid-for advertisements.

Welcome to EQUATECONSONANT.com

Sponsored listings for Cheap Viagra Online:

Order Viagra Online - \$0.76/Pill

Buy ED Pills **Online**. Improve Your Sex Life, 100% Guaranteed. www.getcanadiandrugs.com

Buy Viagra Online - From \$16.72

Order Today and Save. Best Prices. Discounts. Fast Delivery. Drug-Comparison.com/viagra

Viagra (Sildenafil Citrate): Cheap Price

Our fully licensed online pharmacy will meet all competitors' prices on Viagra and all other prescription drugs.

www.CanadaDrugPharmacy.com/viagra-

Viagra (Sildenafil) - Online Cheap

100Mg, 60 tabs, \$152. Save big. 100mg, 100 tabs, \$179. Order today. CanadaDrugCenter.com/viagra

Buy ED Pills Online

Safe, Private & Convenient Viagra. US Pharmacy. Free Shipping. ExpressUSDrugs.com

While Acquire This Name stated they do not own the domain names they sell, rather: "we represent the domain owner and facilitate the sale of the domain." It is impossible to verify as the registrant's details are concealed through Whois Privacy Protection Service Inc., which is eNom's privacy service. However, equateconsonant.com is indeed sponsored and hosted by eNom (See Appendix B: equateconsonant.com).

Clearly the Internet consumer is owed more disclosure and upfront information, especially when purchasing domain names. Who is the consumer really dealing with? And what was the domain used for previously? How does the post-expiration registrant untangle this situation?

Appendix A: Registration and Hosting for acquirethisname.com

69.64.157.84 = []

```
(Asked whois.arin.net:43 about +69.64.157.84)
OrgName: eNom Incorporated
OrgID: ENOM
Address: 15801 NE 24th Street
City: Bellevue
 StateProv: WA
PostalCode: 98008
Country: US
NetRange: 69.64.144.0 - 69.64.159.255
CIDR: 69.64.144.0/20
OriginAS: AS21740
NetName: ENOM-BLOCK
NetHandle: NET-69-64-144-0-1
Parent: NET-69-0-0-0
NetType: Direct Assignment
NameServer: HK1.NAME-SERVICES.COM
NameServer: HK2.NAME-SERVICES.COM
Comment:
RegDate: 2007-07-25
Updated: 2008-07-01
RAbuseHandle: DEMAN-ARIN
RAbuseName: DemandMedia NOC
RAbusePhone: 1-425-274-4500
RAbuseEmail: dmnoc@demandmedia.com
RNOCHandle: DEMAN-ARIN
RNOCName: DemandMedia NOC
RNOCPhone: 1-425-274-4500
RNOCEmail: dmnoc@demandmedia.com
RTechHandle: RSI80-ARIN
RTechName: Singh Raj
RTechPhone: 1-425-274-4500
RTechEmail: raj.singh@demandmedia.com
OrgAbuseHandle: DEMAN-ARIN
 OrgAbuseName: DemandMedia NOC
OrgAbusePhone: 1-425-274-4500
OrgAbuseEmail: dmnoc@demandmedia.com
OrgNOCHandle: DEMAN-ARIN
OrgNOCName: DemandMedia NOC
 OrgNOCPhone: 1-425-274-4500
 OrgNOCEmail: dmnoc@demandmedia.com
OrgTechHandle: RSI80-ARIN
 OrgTechName: Singh Raj
OrgTechPhone: 1-425-274-4500
```

```
OrgTechEmail: raj.singh@demandmedia.com

ARIN WHOIS database last updated 2009-08-10 20: 00
Enter ? for additional hints on searching ARIN's WHOIS database.
```

acquirethisname.com = [69.64.157.84]

(Asked whois.enom.com:43 about acquirethisname.com)

```
Visit AboutUs.org for more information about acquirethisname.com
http://www.aboutus.org/acquirethisname.com"AboutUs:
acquirethisname.com
 Domain name: acquirethisname.com
 Registrant Contact:
    Whois Privacy Protection Service Inc.
   Whois Agent ()
   Fax:
   PMB 368 14150 NE 20th St - F1
   C/O acquirethisname.com
   Bellevue WA 98007
   US
 Administrative Contact:
   Whois Privacy Protection Service Inc.
   Whois Agent gshvdjbfsf@whoisprivacyprotect.com
   1,4252740657
   Fax: 1.4256960234
    PMB 368 14150 NE 20th St - F1
   C/O acquirethisname.com
    Bellevue WA 98007
   US
 Technical Contact:
   Whois Privacy Protection Service Inc.
    Whois Agent gshvdjbfsf@whoisprivacyprotect.com
   1.4252740657
   Fax: 1.4256960234
   PMB 368 14150 NE 20th St - F1
   C/O acquirethisname.com
   Bellevue WA 98007
   US
 Status: Locked
 Name Servers:
   dns1.acquirethisname.com
   dns2.acquirethisname.com
   dns3.acquirethisname.com
 Creation date: 24 Apr 2008 19: 03: 10
 Expiration date: 24 Apr 2010 19: 03: 00
acquire this name
Acquire This Name Inc. is a premium domain brokerage service offering
thousands of top level domains for sale. We offer an expansive
inventory of domains specializing in easily brandable dot com names.
Whether you are looking for a quality domain name to start your
business or simply a hobby site ATN is the premier destination for
acquiring your real estate on the Internet.
```

```
Web Site(s): acquirethisname.com
 Company Slogan: make your offer now
Tags: domain names internet sales domains websites=-=-=
Version 6.3 4/3/2002
(Asked whois.crsnic.net:43 about =acquirethisname.com) (show)
 Whois Server Version 2.0
Domain names in the .com and .net domains can now be registered
with many different competing registrars. Go to
http://www.internic.net
 for detailed information.
   Domain Name: ACQUIRETHISNAME.COM
   Registrar: ENOM INC.
   Whois Server: whois.enom.com
   Referral URL: http://www.enom.com
   Name Server: DNS1.ACQUIRETHISNAME.COM
   Name Server: DNS2.ACQUIRETHISNAME.COM
   Name Server: DNS3.ACQUIRETHISNAME.COM
   Status: clientTransferProhibited
   Updated Date: 16-jul-2009
   Creation Date: 24-apr-2008
   Expiration Date: 24-apr-2010
```

Appendix B: equateconsonant.com

equateconsonant.com = [69.64.155.121]

```
(Asked whois.enom463.com:43 about equateconsonant.com)
=-=-=
Domain name: equateconsonant.com
Administrative Contact:
   Whois Privacy Protection Service Inc.
   Whois Agent fpbgclbww@whoisprivacyprotect.com
   1.4252740657
   Fax: 1.4256960234
   PMB 368 14150 NE 20th St - F1
   C/O equateconsonant.com
   Bellevue WA 98007
   US
Technical Contact:
   Whois Privacy Protection Service Inc.
   Whois Agent fpbgclbww@whoisprivacyprotect.com
   1.4252740657
   Fax: 1.4256960234
   PMB 368 14150 NE 20th St - F1
   C/O equateconsonant.com
   Bellevue WA 98007
   US
Registrant Contact:
   Whois Privacy Protection Service Inc.
   Whois Agent ()
   Fax:
   PMB 368 14150 NE 20th St - F1
   C/O equateconsonant.com
   Bellevue WA 98007
   US
 Status: Locked
Name Servers:
   dns1.name-services.com
   dns2.name-services.com
   dns3.name-services.com
   dns4.name-services.com
   dns5.name-services.com
Creation date: 01 Mar 2009 14: 14: 00
Expiration date: 26 Feb 2010 11: 48: 00
Get Noticed on the Internet!
                             Increase visibility for this domain name
by listing it at www.whoisbusinesslistings.com
The data in this whois database is provided to you for information
purposes only that is to assist you in obtaining information about
or
related to a domain name registration record. We make this information
available "as is " and do not guarantee its accuracy. By submitting a
whois query you agree that you will use this data only for lawful
```

```
purposes and that under no circumstances will you use this data to:
(1)
 enable high volume automated electronic processes that stress or
load
 this whois database system providing you this information; or (2)
allow
 enable or otherwise support the transmission of mass unsolicited
 commercial advertising or solicitations via direct mail electronic
mail or by telephone. The compilation repackaging dissemination or
 other use of this data is expressly prohibited without prior written
 consent from us.
 We reserve the right to modify these terms at any time. By submitting
 this query you agree to abide by these terms.
 Version 6.3 4/3/2002
(Asked whois.crsnic.net:43 about =equateconsonant.com) (show)
 Whois Server Version 2.0
Domain names in the .com and .net domains can now be registered
 with many different competing registrars. Go to
http://www.internic.net
 for detailed information.
    Domain Name: EQUATECONSONANT.COM
   Registrar: ENOM463 INCORPORATED
   Whois Server: whois.enom463.com
   Referral URL: http://www.enom463.com
   Name Server: DNS1.NAME-SERVICES.COM
   Name Server: DNS2.NAME-SERVICES.COM
   Name Server: DNS3.NAME-SERVICES.COM
   Name Server: DNS4.NAME-SERVICES.COM
   Name Server: DNS5.NAME-SERVICES.COM
    Status: clientTransferProhibited
   Updated Date: 01-mar-2009
    Creation Date: 26-feb-2009
   Expiration Date: 26-feb-2010
```

69.64.155.121 = []

(Asked whois.arin.net:43 about +69.64.155.121)

```
OrgName:
           eNom Incorporated
OraID:
           ENOM
Address:
           15801 NE 24th Street
           Bellevue
City:
StateProv: WA
PostalCode: 98008
Country: US
NetRange: 69.64.144.0 - 69.64.159.255
CIDR:
          69.64.144.0/20
OriginAS: AS21740
NetName: ENOM-BLOCK
NetType: Direct 7
NetHandle:
          NET-69-64-144-0-1
          Direct Assignment
NameServer: HK1.NAME-SERVICES.COM
NameServer: HK2.NAME-SERVICES.COM
```

Comment:

RegDate: 2007-07-25
Updated: 2008-07-01
RAbuseHandle: DEMAN-ARIN
RAbuseName: DemandMedia NOC
RAbusePhone: 1-425-274-4500

RAbuseEmail: dmnoc@demandmedia.com

RNOCHandle: DEMAN-ARIN

RNOCName: DemandMedia NOC RNOCPhone: 1-425-274-4500

RNOCEmail: dmnoc@demandmedia.com

RTechHandle: RSI80-ARIN
RTechName: Singh Raj
RTechPhone: 1-425-274-4500

RTechEmail: raj.singh@demandmedia.com

OrgAbuseHandle: DEMAN-ARIN

OrgAbuseName: DemandMedia NOC OrgAbusePhone: 1-425-274-4500

OrgAbuseEmail: dmnoc@demandmedia.com

OrgNOCHandle: DEMAN-ARIN

OrgNOCName: DemandMedia NOC OrgNOCPhone: 1-425-274-4500

OrgNOCEmail: dmnoc@demandmedia.com

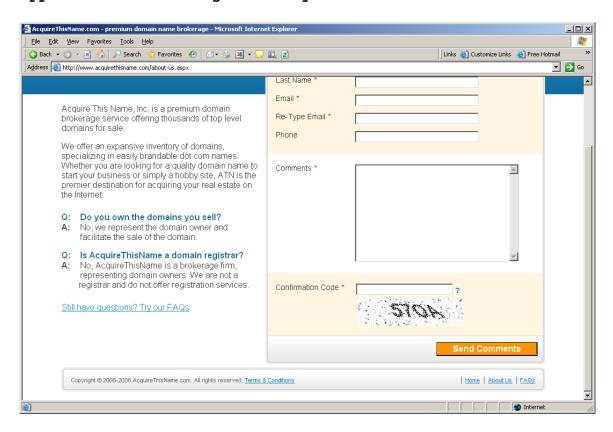
OrgTechHandle: RSI80-ARIN
OrgTechName: Singh Raj
OrgTechPhone: 1-425-274-4500

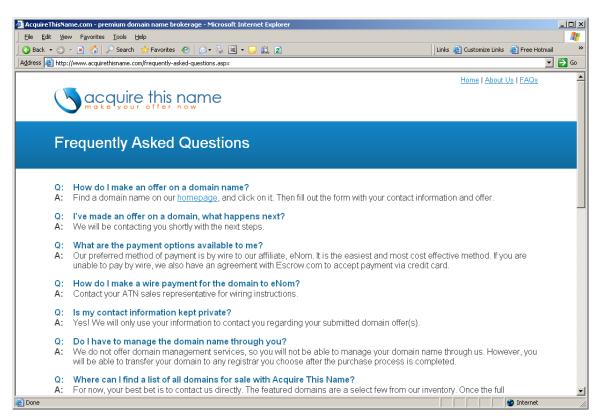
OrgTechEmail: raj.singh@demandmedia.com

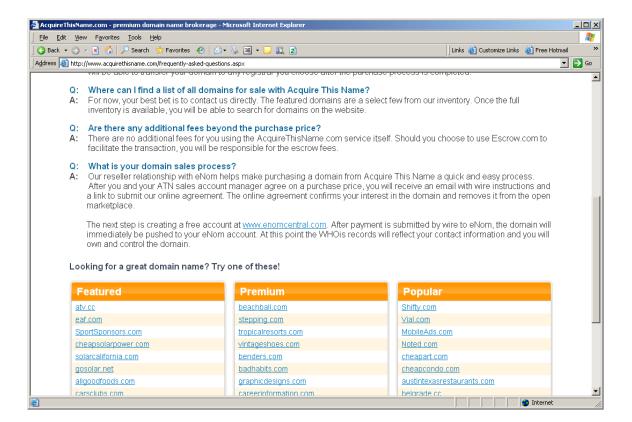
ARIN WHOIS database last updated 2009-08-10 20: 00

Enter ? for additional hints on searching ARIN's WHOIS database.

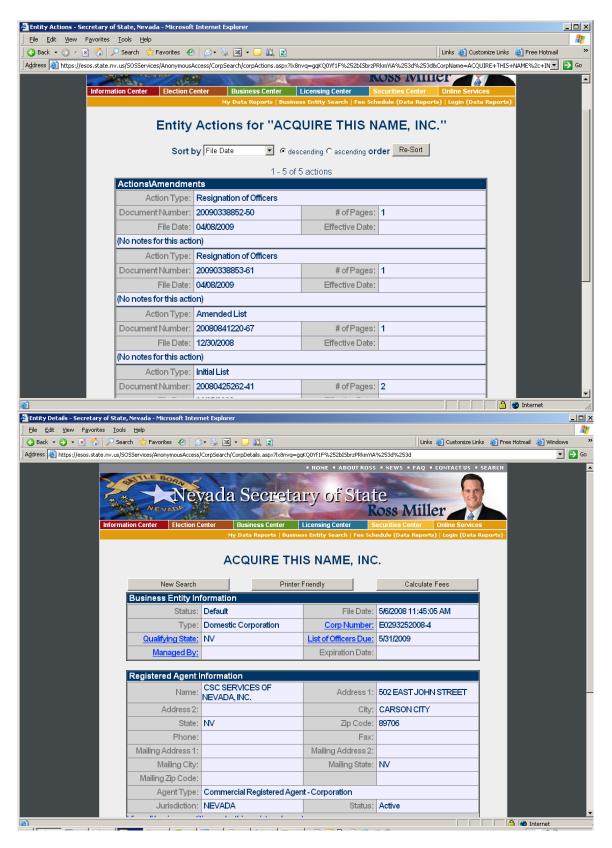
Appendix C: Full images of acquirethisname.com

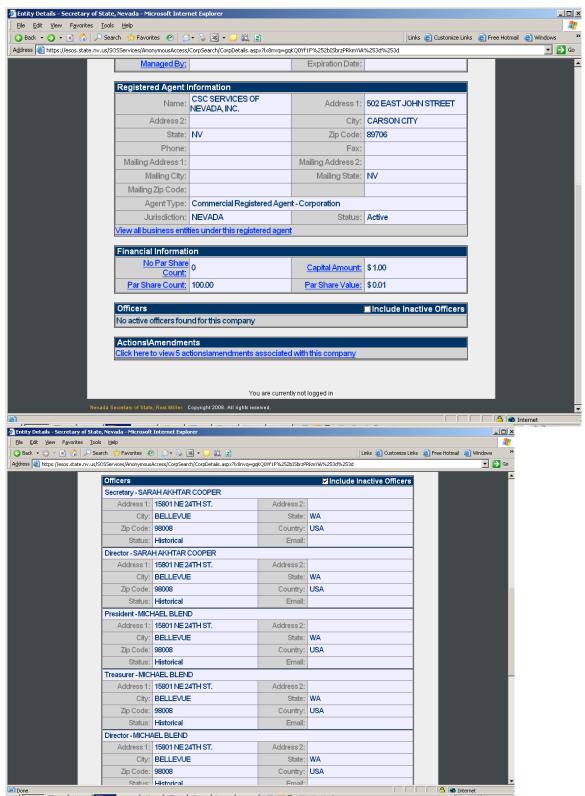






Appendix D: Full Business Registration from Nevada SOS





Disclaimer: All facts presented here are based on public records. We cannot confirm the accuracy of these records and are not responsible for errors in records we do not control.