

## **www.hrhprincegeorge.co.uk - Cybersquatters cash in on two day old Royal baby, HRH Prince George Alexander Louis**

*Over 178 domain names connected to the new Royal's 'name', have been secured within hours of the announcement*

London, UK, 25 July 2013: names.co.uk, one of the UK's top domain name registrars, today reveals that opportunistic cybersquatters are attempting to cash in on the Duke and Duchess of Cambridge's new born by registering websites associated with HRH Prince George Alexander Louis.

Over 178 domain names connected to the new Royal's name were secured within hours. The first of which was a Portuguese domain-name broker who registered the web address [GeorgeAlexanderLouis.com](http://GeorgeAlexanderLouis.com) moments after Prince William and Kate announced the name of their newborn.

Others domains squatted include:

- [princegeorgecambridge.co.uk](http://princegeorgecambridge.co.uk) registered on 22/07/2013
- [hrhprincegeorge.co.uk](http://hrhprincegeorge.co.uk) registered on 22/07/2013
- [hisroyalhighnessprincegeorgeofcambridge.co.uk](http://hisroyalhighnessprincegeorgeofcambridge.co.uk) registered on 24/07/2013
- [princegeorgeofcambridge.com](http://princegeorgeofcambridge.com) registered on 19/07/2013
- [kinggeorge.com](http://kinggeorge.com) registered on 29/06/2013

Several websites are already clearly for sale. Susan Millett from Florida USA, the owner of <http://royalprincegeorgealexanderlouis.co.uk/> is already advertising for a buyer for the domain name, at the 'cheap price' of 599 US dollars. Mr Scott Melville from the UK has not put a price on his <http://royalbabygeorge.co.uk/> domain and is instead asking buyers to contact him to discuss purchase.

Social Media feeds such as @Prince\_1\_George and facebook pages were also registered within hours of the public announcement. [facebook.com/PrinceGeorgeOfCambridge](https://facebook.com/PrinceGeorgeOfCambridge) has already gained over 114,834 likes.

Surprisingly, there were a few domain names left that the cybersquatters had not yet registered, for example [HRHKingPrinceGeorgeAlexanderLouis.com](http://HRHKingPrinceGeorgeAlexanderLouis.com).

Some legitimate businesses may also see a rise in traffic because their websites domain names are related to the new royal baby. The King George Hotel which owns the [Kinggeorge.com](http://Kinggeorge.com) domain since 1996 is sure to see an increase!

Sally Tomkotowicz, Customer Acquisition Manager for names.co.uk explains: "The announcement of the Royal baby's name caused an absolute gold rush of people registering domain names associated with the future King. We've not seen cybersquatting on this scale since the announcement of the new Pope in March."

“No sooner had the announcement been made by the Palace, opportunistic cybersquatters from around the world began registering key domain names connected to HRH Prince George Alexander Louis. With a number of websites and twitter feeds already set up for George, he is likely to be Britain’s first truly digital prince.”

The Royal family is no stranger to losing out on domain names related to them. Four generations of Royal Family have now fallen prey to domain name hijackings. Prince William and Kate Middleton were caught out by cybersquatters who swooped in on the [WillsAndKate.com](http://WillsAndKate.com) and [WillsAndKate.co.uk](http://WillsAndKate.co.uk) website addresses. Squatters hopped on the baby bandwagon as early as January 2012 by registering sites such as [www.katewilliambaby.com](http://www.katewilliambaby.com) to take advantage of the Royal couple’s news.

The baby’s grandfather Prince Charles has also lost key domains, with his UK website [www.princecharles.co.uk](http://www.princecharles.co.uk) taken by a professional Prince Charles impersonator. Meanwhile the baby’s Great Grandfather, the Duke of Edinburgh has had his taken by a pub, [www.thedukeofedinburgh.co.uk](http://www.thedukeofedinburgh.co.uk).

Sally explains cybersquatting in more detail: “Cybersquatting can involve registering, trafficking or using a domain name in bad faith and with intent to profit from the goodwill of a trademark belonging to someone else. Cybersquatters sometimes offer to sell the domain to the person or company who owns a trademark at an inflated price.”

“At names.co.uk we like to highlight the importance of individuals and businesses registering the right domain name on day one. This oversight by the Royals shows that even the most high profile institutions can forget the importance of protecting the future King’s brand.”

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### **About names.co.uk**

*names.co.uk provides professional online services for businesses and individuals including Web Hosting, Domain Name Registration, Email services, Ecommerce solutions and Business Servers. names.co.uk has over 17 years’ experience in the Internet industry and employs a team of nearly 200 expertly trained individuals across the UK.*

*names.co.uk is part of the Dada Group, an international group of companies who specialise in providing professional Internet services. As a group, they currently have over 1.7million domains registered in over 250 extensions, 500,000 websites hosted on our platforms and over 520,000 clients using their products and services.*

*For more information please see [www.names.co.uk](http://www.names.co.uk)*

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