

Bookmakers not the only ones cashing in on Royal Baby Name

Over 270 domain name registrations connected to Princess Charlotte since her birth

London, 7 May, UK 2015 – One of the UK's leading domain name registrars names.co.uk today reveals more than 270 domain names relating to Princess Charlotte have been snapped up by money-hungry opportunists and super-fans since her name was announced on Monday.

Domain name speculation is the practice of registering a domain with the intent to resell it for profit. Already many domains containing the Princess' name are for sale including:

charlotteprincessofcambridge.co.uk registered 04.05.15

princess-of-cambridge.co.uk registered 02.05.15

charlotteelizabethdiana.fashion registered 04.05.15

hrhcharlotte.co registered 04.05.15

charlotteofcambridge.co.uk registered 04.05.15

Ian Beaumont, Business Development Manager at names.co.uk explains, "In instances like this, all kinds of people register domain names, some for genuine reasons and others purely to make a quick profit. We saw the same upsurge in registrations when Prince George was born but what's interesting is now, less than two years later, the Internet has hundreds of new generic domain name extensions so opportunists have more ways to take advantage, and fans have a lot more choice."

So far, the Princess has been connected to many of these new extensions including .LONDON, .LIFE, .CLUB, .FASHION, .EDUCATION and .WALES. According to names.co.uk, as new domain extensions continue to come online, protection is key for everybody but particularly those in the public eye; celebrities, brands, trademarks, companies and organisations.

Mr Beaumont advises, "Be savvy and try to stay one step ahead. You may have heard Taylor Swift registered taylorswift.porn recently and Kevin Spacey and Oprah secured their .sucks – they have done the right thing, protecting themselves before they fall victim to domain name speculators and cybersquatters."

For genuine fans and bloggers, new domain names indicate that all eyes will be firmly fixed on the baby Princess' wardrobe with 'fashion' and 'style' emerging as a popular theme:

thecharlotteofcambridgedress.co.uk registered 04.05.15

princesscharlotteclothing.co.uk registered 04.05.15

princesscharlottestyle.net registered 04.05.15

princesscharlottescloset.com registered 04.05.15

whatcharlotteandgeorgewore.com registered 04.05.15

dressingsprincesscharlotte.com registered 04.05.15

princesscharliesstyle.com registered 04.05.15

It's evident Princess Charlotte will have a huge following online, not only has there been a spike in domain registrations, social media also continues to be a hive of activity. On Facebook, various fan pages were set up before and after her birth including www.facebook.com/PrincessCharlotteOfCambridge and Twitter reported there were 1.1 million tweets about the Princess on 2nd May.

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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, Office365, Ecommerce solutions and a range of managed and unmanaged 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 and over 520,000 clients using their products and services.

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