

# 777Ads.com... I Was Robbed!

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There's a pressure that comes with writing a monthly column. You want to be able to



come up with 'fresh' stories. Well I have one for you. I was robbed. It happened between Friday October 19th 2007 & Saturday October 20th 2007. I don't know, somewhat doubt, that I'll get my 'property' back,

however I do want to let others be aware so the same thing doesn't happen to them.

As an internet entrepreneur (sounds more exciting than it is), one of my responsibilities is coming up with excellent domain names. For those who are unaware, top notch domain names can sell for millions of dollars. As time goes by, finding unique names gets more difficult. Basically every word in the English language has a dot.com behind it. So you have to be creative. On Friday the 19th, I was on a creative roll.

Searching for names I was happy to see 516singles and 516personals were still available. Both are perfect names to add to

our 516Ads.com network. We bought the same names using the 631 area code. Then we started checking more names, to our surprise 777Ads.com was available. Wow. We liked that one. We envisioned, 'Good luck & start advertising', as our motto. I continued checking names, coming up with 777classifieds.com & 777personals.com.

When I went to make the purchase of 777Ads.com, I was shocked, outraged, appalled to find that a company in China through a Florida based outfit named DomainDoorman bought the domain name, shortly after I first searched it. Coincidence? I think not. This company from China has software that is able to view domain names (illegal? /Watergate-esque) that are being searched on GoDaddy.com, possibly other domain name sellers. I was told by GoDaddy.com this is called 'sniping' and that there's nothing that can be done. There are no laws that govern this. ICANN the domain name registry overseer only covers North America. It has no control over China. I'm not sure what can be done but I'm going to find out. I've bought over 100 domain names and this has never happened.

To all those who seek to buy excellent domain names **YOU ARE NOW BEING WARNED**. Thieves are watching what you choose. If you're going to search to make a purchase, **PURCHASE IMMEDIATELY**. I write this article to warn you and to make clear how this situation/ stealing of the internet domain name 777Ads.com went down.

See you next month.