**VALUING DOMAIN NAME CHECKLIST**

IS THERE A BUYER WILLING TO PAY: Ninety percent of domain names are worthless.

UNSOLICITED OFFERS: Do you receive unsolicited offers without it being listed?

.COM: Is it a .com name (5-10x value).

LENGTH: Is it short?

UN-HYPHENATED: Is it un-hyphenated?

SPELLING: Is it spelled correctly?

IS IT PLURAL/SINGULAR: Is it the common use of the phrase (example buytickets not buyticket or chat not chats)?

PREFIXES OR SUFFIXES: Is it without prefixes or suffixes?

WORDS: Are there few words in the name?

COMMONALITY: How common are the words in the name?

COMMERCIAL VALUE: Does the word have commercial value?

WEBSITE: Does it have a website to it?

COMPARABLE MARKET: Are there similar names trading?

TRADENAME INFRINGEMENT: Strength of the mark, Proximity of the goods, Similarity of the marks, Evidence of actual confusion, Marketing channels used, Type of goods and the degree of care likely to be exercised by the purchaser, Defendant's intent in selecting the mark, Likelihood of expansion of the product lines[5]

TYPING EASE: Is it easy to type? All in same hand, short, no cross fingers, middle keyboard line.

Oppenheimer Rule: People have a greater affection for words and names that are easier to pronounce.