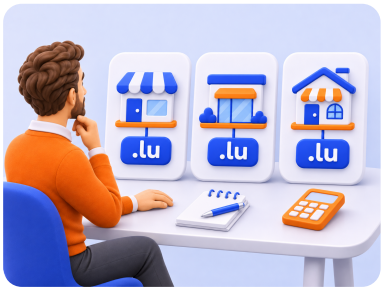
Compare your options when an obstacle appears

The name and domain name you want do not fit together on acceptable terms? Compare another address, an adapted name, an acquisition or a change, taking account of your digital identity and future spending.



Compare complete solutions

For each option, connect the name, its domain and the conditions required. An agreement still awaited must remain visible.

FOUR RESPONSES TO COMPARE

01 **Another address**

Keep the name with an added word or another extension. Repeat practical usage tests.

02 **An adapted name**

Examine changes in meaning, practical use and searches for existing rights.

03 **An acquisition**

Check willingness to sell, handover conditions and the transaction's total cost.

04 **Another candidate**

Identify work to repeat and dependencies this option could avoid.

POINT TO WATCH

An unknown cost is not zero. Compare future spending over the same period and separate it from money already committed.

YOUR FIRST ACTION

Write your limits before negotiating.

Set a maximum total budget, essential conditions, a review date and a fallback. Record who may negotiate and who may commit the business.