

Hi there,

Our .SUCKS domain is up for renewal, and I'd like to make a case to keep it.

When we first claimed the domain, it was for trademark reasons: to own it so that competitors or disgruntled customers couldn't. But moving forward, we shouldn't just be using .SUCKS to protect our name. Having this ngTLD opens the door to a variety of opportunities, from marketing campaigns to customer service initiatives.

A .SUCKS domain is the ultimate way to protect our organization, provide for our customers and progress our brand. It also ensures that we're not hedging our bets on a single strategy. We can follow *The Hustle's* example by using .SUCKS to [give customers a proper feedback forum](#) or use the URL as a creative way to provide them with real solutions.

There are a number of reasons why we should maintain our .SUCKS domain:

- Protection:** keep the domain out of competitors' hands.
- Marketing:** revitalize our image with a fun and creative .SUCKS campaign.
- Product innovation:** ask customers for feedback—and use it to drive change.
- Customer service:** show everyone that we're listening.
- Social activism:** let customers know what we stand for (and more importantly, against).

Committing to another year will cost us \$ USD — a worthwhile investment to own our sh*t.

Let me know if you have any questions about our .SUCKS domain, or if we can go ahead with the renewal.

Thanks in advance!

.SUCKS