

 Markmonitor™

dotBrand TLD

Unify and Protect
Your Brand



A scalable, digital solution for franchise and licensing-driven businesses

Franchise and licensing models thrive on brand consistency and trust. A dotBrand Top-Level Domain (TLD) enables brand owners to control their digital presence globally - providing you and your licensed partners with trusted, compliant, and on-brand web identities. With the next application round in 2026, it's time to plan ahead. Here's how your dotBrand can benefit your business:

[YOURBRAND.COM](#)



[HOME.YOURBRAND](#)



Brand Integrity & Centralized Control

Create a secure, uniform digital identity across all franchisees or licensees. Only your team can issue domains under your dotBrand — no unauthorized use, no inconsistencies.



Trust & Consumer Confidence

Consumers recognize your brand instantly. If it ends in .yourbrand, it's official! No confusion, no counterfeits, no phishing.



IP Protection & Licensing Compliance

Strengthen your trademark protection online and offer compliant web assets to licensees - all governed by your central brand team.



Operational Efficiency & Lower Costs

Eliminate the patchwork of defensive domain purchases and clunky URL structures. dotBrand brings structure, savings, and scale to your global web presence.



Instant Localization & Launch

Deploy country-specific, location-specific, or product-specific sites instantly (e.g., london.yourbrand, training.yourbrand). Give your partners ready-to-use, branded digital platforms.



Scalable SEO & Better User Experience

Clear, intuitive URLs improve both discoverability and franchise-level marketing effectiveness. Make every digital touchpoint count!

For additional information, contact your Account Manager or visit markmonitor.com

Act Now! The Clock is Ticking

The next application window opens in April 2026. Start planning now to extend your brand online with clarity, control, and consistency.