

 Markmonitor™

**dotBrand TLD**

Secure Your  
Digital Future



## A strategic asset for pharmaceutical companies in a regulated, digital-first world

In today's complex healthcare landscape, trust, security, and innovation are essential. A dotBrand Top-Level Domain (TLD) gives pharmaceutical companies exclusive control over their branded internet namespace - delivering unmatched brand integrity, regulatory alignment, and digital agility. As the next application window opens in 2026, now is the time to act. Here's how your dotBrand can benefit your business:

YOURBRAND.COM



HOME.YOURBRAND



### Unmatched Security & Trust

Gain full control over your namespace, eliminating phishing, counterfeit sites, and domain hijacking. Secure every touchpoint with DNSSEC, HSTS, and encrypted communication.



### Global Brand Consistency

Create memorable, uniform URLs across products, countries, and languages - supporting global campaigns & regulatory compliance. No more forced compromises due to unavailable domains.



### Future-Proof Digital Identity

With limited application windows, securing your dotBrand TLD is a proactive step toward digital sovereignty in a world of telehealth and software-driven care.



### Cost Efficiency IP Protection

Cut down on defensive domain registrations. Own and manage your digital territory efficiently while protecting your trademarks from cybersquatting and misuse.



### Agile Digital Marketing

Launch product and campaign domains instantly; no third-party delays or availability issues. Communicate with speed during launches, trials, or public health events.



### Enhanced UX & SEO

Offer intuitive, short URLs that reduce user error and enhance discoverability. Improve patient and HCP engagement with authentic, SEO-optimized destinations.

## Act Now! The Clock is Ticking

The next application window opens in April 2026. Start planning today to secure your dotBrand TLD and stay ahead in the competitive pharmaceutical arena.

For additional information, contact your Account Manager or visit [markmonitor.com](https://markmonitor.com)