

PREPARING FOR THE NEXT .BRAND OPPORTUNITY

Now is the time to revolutionize your online presence and claim a space on the Internet for your company and your valuable brand. See what a .Brand top-level domain (TLD) will do for your organization.

WHAT IS A .BRAND?



A .Brand TLD consists of a trademarked brand to the 'right of the dot' and is operated by the brand holder for use by itself, its affiliates, or trademark licensees.

WHAT'S HAPPENING?

THEN

In 2012, the Internet Corporation for Assigned Names and Numbers (ICANN) launched the New gTLD Program, allowing companies to apply for their own TLD.



1930

1930 applications were accepted by ICANN.



1/3

Approximately one-third of these applications became contracted .Brand TLDs.

NOW

Determine if a .Brand TLD makes sense for your organization. If so, start planning use cases, finding funding and identifying key stakeholders who can help determine if operating a .Brand TLD makes sense for your business.

NEXT

The next opportunity to apply for a new TLD has yet to be determined. Conservative estimates predict applications will be accepted by ICANN again as early as 2020.

WHAT A .BRAND WILL DO FOR YOU



ENHANCE YOUR BRAND RECOGNITION

Use shorter and more memorable domains to increase brand awareness.



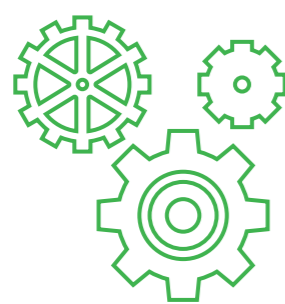
INCREASE CONSUMER TRUST

.Brand usage builds trust with consumers as they are assured of visiting your legitimate websites. Using your .Brand can also help mitigate some brand protection risks.



GAIN CONTROL OF YOUR ONLINE PRESENCE

With a .Brand TLD, the domain you need for any product or brand launch is guaranteed to be available which allows for more targeted marketing efforts.



IMPROVE YOUR BUSINESS PROCESSES

Use a .Brand TLD to support your underlying business functions, including:

- Intranet
- Managing Job Openings
- Distribution Network (affiliates/resellers/vendors)

WHAT DO I DO NOW?

BUILD YOUR TEAM

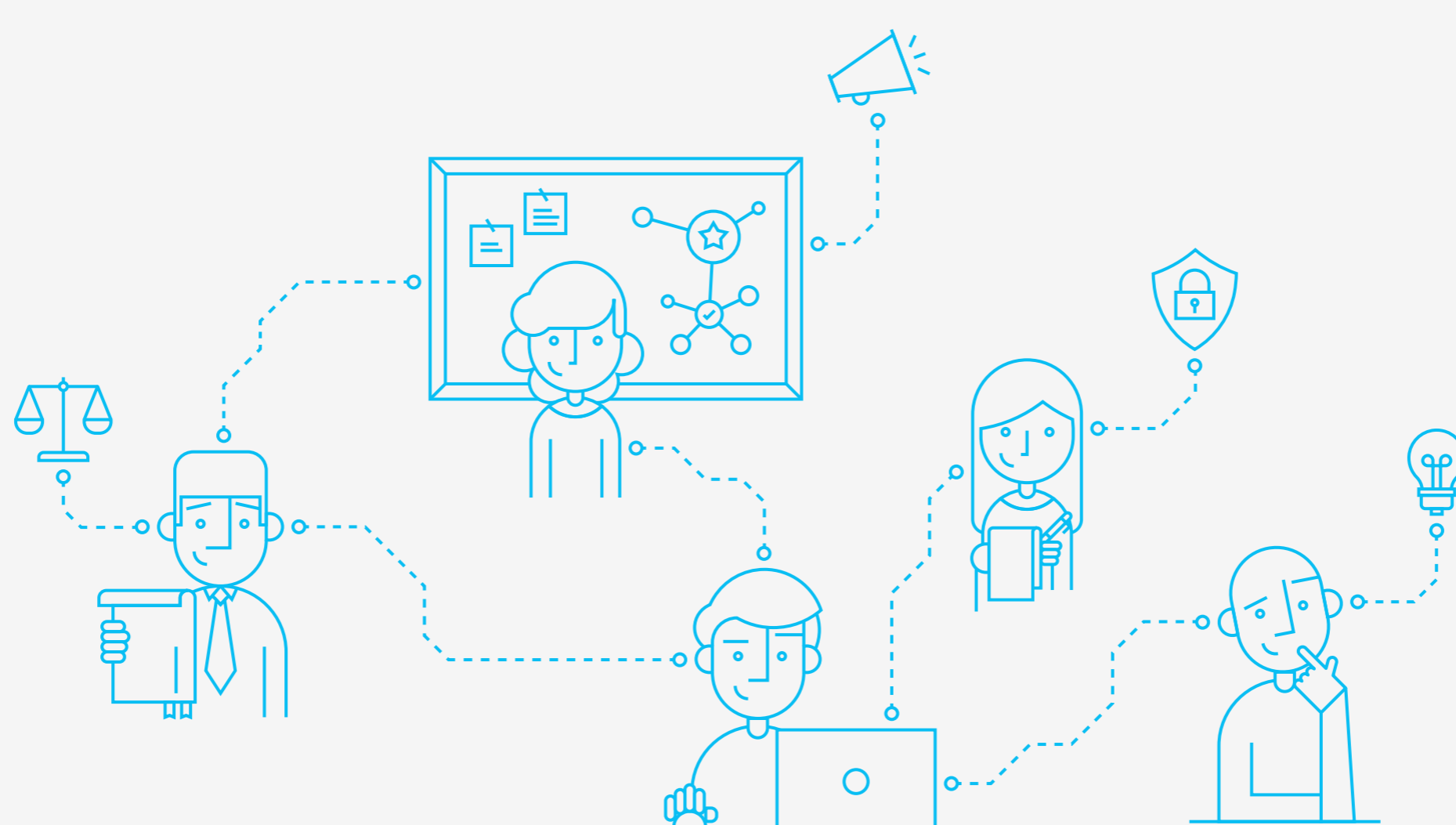
Engage MarkMonitor to help you build your team of internal stakeholders, make the plan, consider different use cases, develop the strategy and launch your brand's online real estate.

MAKE AN EARLY PLAN

Begin discussions of what internal group will own the project, what possible budgets may look like, and who can serve as an Executive Sponsor.

STAY INFORMED

Work with MarkMonitor to launch your .Brand strategy, stay up-to-date on .Brand usage, best practices and future application periods.



KICKSTART YOUR COMPANY'S .BRAND STRATEGY TODAY.
CONTACT A MARKMONITOR EXPERT AT
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SOURCES *Program Statistics*, 2017, ICANN

MarkMonitor
Protecting brands in the digital world

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