

.brand

your own top-level domain

IP  TWINS  
*not just another registration company*



# 2019-2020

Tomorrow, ICANN will open a new window for applications for the delegation of new top-level domain names.

Tomorrow, brand owners will have another possibility of securing their trademarks and entire online environment under a **.brand** extension which will serve as a flag to identify all of their online services.

ICANN had already opened a window of applications for the delegation of new top-level domains. In 2012, hundreds major brands have applied for the management of their own top-level domain: **.bmw**, **.mango**, **.cern**, **.google**, **.hyatt** and so many others. These companies have taken the opportunity to fight cyber-squatting, create a safe

environment for their customers and partners as well as the formidable marketing opportunity to regroup their entire online universe under one umbrella. More and more companies are now dropping their **.com** website to communicate entirely under their **.brand**. For some, a primarily defensive application turned out to be a major boost of confidence in their customer relations. By 2019 or 2020, ICANN will have launched a new window of applications which is rumored to be dedicated mainly to **.brand** extensions.

At IP Twins, we can help you to draft and file your application, advise you, register all domains in your **.brand** for you, and help you to be part of this ever-changing world of the Internet.

# brand.news or news.brand?

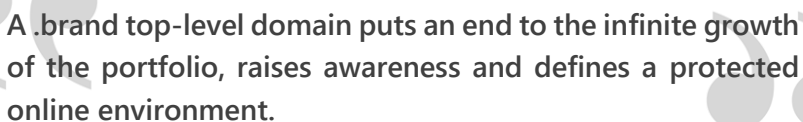
More and more companies are facing the shakespearean dilemma “to be or not to be under a **.brand** TLD”. The matter is definitely one for a marketing team, and it raises the more global question of the digital environment of the brands.

New gTLDs have split the naming of the internet into different sectors. Almost every industry, every profession now has a dedicated top-level domain. The **.store** aims at online retailers, the **.cloud** at cloud services or software-as-a-service providers, the **.yachts** to boat designers or manufacturers...

Instead of registering your trademark in all top-level domains, you will be registering products, departments, subsidiaries, events, under your own **.brand** extension.

Some of the most commonly used terms registered in **.brand** are :  
**home – www – mail – store – search – info – media – foundation – events – shop – corporate – about – group.**

You will be able to define your portfolio as you need it, and worry less about cybersquatting, defensive registrations or domain availability.



**A .brand top-level domain puts an end to the infinite growth of the portfolio, raises awareness and defines a protected online environment.**

# .brand TLDs in the first round

## Who applied?

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A large number of companies applied for the delegation of their **.brand** in 2013, and most **.brand** TLDs are now going live. These companies were pioneers,

The profiles of the new registries vary, from those who have registered their **.brand** but planned no use of it, to those applying for an extension for defensive purposes, to those entirely switching to a **.brand** universe.

They do however have in common the knowledge that the naming of the internet is currently undergoing a profound revolution, and that they need to be ready when the time comes.

Out of 1200 new TLDs delegated, here are currently 544 delegated **.brand** TLDs, amongst which 122 are active, and counting. Every

month, more brand extensions are delegated into the root of the internet. Several thousand domain names have already been registered in **.brand** top-level domains.

## What use for these .brands?

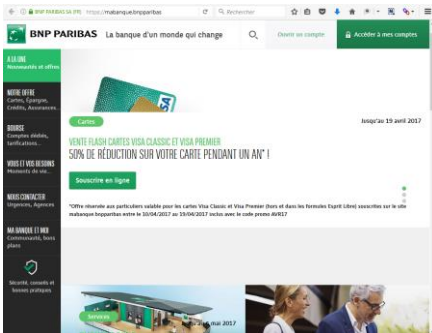
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The matter of the use of a **.brand** top-level domain is at the heart of the strategy of any company applying to use its own extension.

Studies show that, across the years, the use of brand extensions vary and extend, to become part of a global online universe for these companies.

Not only are these domains now used for websites, but more and more companies now use them instead of their previous main **.com** website.

## Web



	.brand	#domains
#1	mma	1716
#2	audi	570
#3	neustar	509

The BNP Paribas banking group opened its new platform for customers under their top-level domain: **mabanque.bnpparibas** is now the only way for clients to have online access to their bank accounts.

IP Twins worked hand-in-hand with a French insurance company for the delegation of their brand extension. Our client had decided to apply in a defensive perspective. They now have more than 1700 active domains: one for each of their agencies, and several generic or corporate ones.

## Mail

The Scottish engineering company Weir, for example, now uses e-mail addresses in **@mail.weir**.

More than just an identifier, this serves as a security for customers and partners, as the only e-mails to take into consideration are those sent from a **@mail.weir** address. This helps combat phishing, spamming and false e-mails to ensure maximum security and trustworthiness to clients and partners.

## SSL



More and more websites in **.brand** carry SSL certificates, in particular in the fields of e-commerce. This serves as an indicator that the personal data of the website users is secured.

IP Twins will provide you with state-of-the-art SSL certificates upon request.

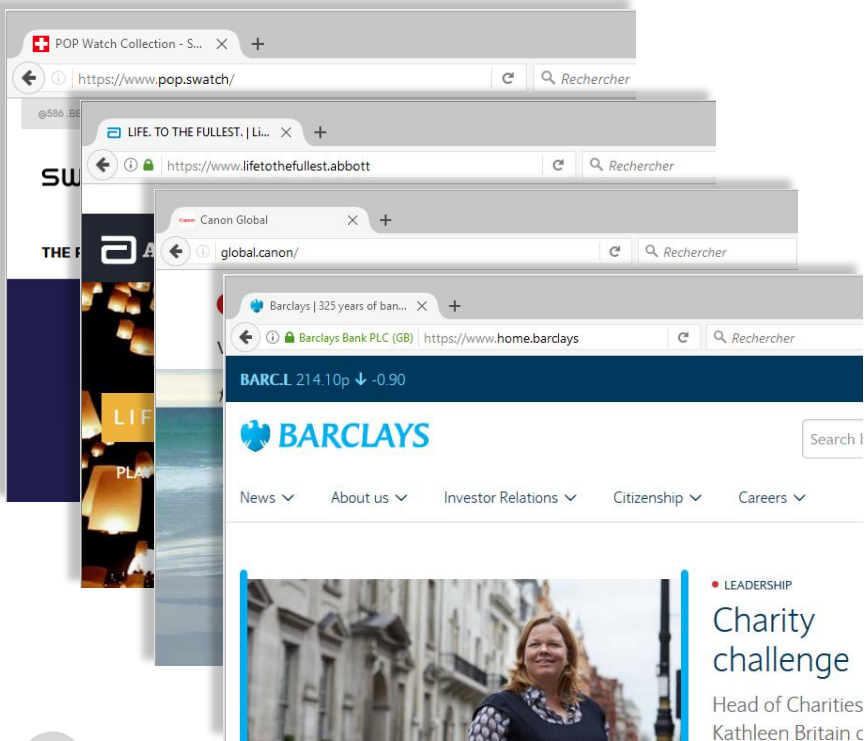
## What consequences on a domain policy?

Inevitably, the domain name policy of brand TLD operators will change dramatically, on several aspects.

The need to register domain names identical or similar or even including trademarks in all gTLDs and ccTLDs will disappear, the naming policy for subsidiaries or agencies will be

more precise than ever before, and the need to fight cyber-squatting less important.

Once awareness is raised on the brand online environment in relation to the relevant public, efforts to secure domain names will be less important, since the only TLD that will matter will now be the unique identifier of all official content from the company online.



A galaxy of services, an entire online universe for the ultimate brand experience.

# why a **.brand**?

A **.brand** is a simple, unique and intuitive identifier that will prevent fraud, improve online marketing like never before, and enhance the protection of intellectual property.

## Marketing

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Operating a **.brand** extension will allow you to have a single location for your websites, your e-mails and all content. Whether you have a family of brands operating under an umbrella brand, or a single brand in a large number of countries, you will define your online presence as you see fit.

Whether you launch a new product or service, or plan a special event, you will not have to wonder if the corresponding domain name is available anymore, as you will have control over the entire zone.

A **.brand** top-level domain is easy for consumers to identify. It offers the best online brand experience and drives traffic.

## Security

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The environment of the **.brand** will be completely controlled by you : no cybersquatting, counterfeiting websites, or trademark infringement common to all gTLDs and ccTLDs.

You can control who uses your domains and for which purpose. By raising awareness, you will also eliminate consumer confusion and email fraud.

## Centralization

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With a **.brand**, your portfolio will be easy to manage as all domains are centralized with a unique provider. This will allow you to have a global overview and easy reach on all domains.



# services for **.brand** applicants

## **Consulting & acquisition**

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IP Twins will help you to navigate through the maze of requirements and formalities for the delegation of your own **.brand** top-level domain.

### **Feasibility**

We can deliver a full study as to the feasibility of your **.brand**, according to ICANN requirements, and in relation to third-party rights, geographical protection and pre-existing TLDs.

### **Project definition**

Defining your needs is not limited to defining your extension. We will work with you to identify the key people within your company to work on the project, choose partners, elaborate processes and checkpoints to ensure your needs are satisfied and your application will succeed.

## **Application**

You will work with our teams throughout the entire application process, from the drafting of all documents to the definition of your internal policy. We will assist you when the application is filed and during the review process at ICANN.

We will follow-up on your application at ICANN according to the ICANN calendar until your application has been approved.

## **Technical accreditation**

The technical requirements for a new gTLD are important at ICANN. From IPv4 and IPv6 to nameservers or DNSSEC, we will advise you and assist you satisfy ICANN's requirements. We will also assist with the choosing of a backend registry operator and liaise with them for all technical operations.

## Domain management

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Once your **.brand** extension has passed all tests and is delegated, it will be ready to support domain name registrations.

### Domain name policy

We will assist you in determining the best naming policy for your **.brand** including who will be authorized to register domain names, in what format, whether internationalized domain names will be supported and to what extent.

### Domain name management

If you choose us as your preferred registrar, you will have a dedicated account and a dedicated platform to manage your domain names including registering, renewing, abandoning domain names with one click on a user-friendly ergonomic platform.

## Technical management

You will be able to create, delete or amend any technical record on the zonefile of any of your domain names in just a few clicks on your dedicated platform. All technical operations are free of charge.

You will also be able to order SSL certificates to bring safety to your websites or require assistance to ensure your requests are well performed.

### Security

Our in-house management platform will offer state-of-the art security on your domain names including SSL certificates, registry locks, DNSSEC, in-house locks on technical modifications. The safety of your domains is a top priority for us.

Want to know more or request  
a feasibility study? Ask us!

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