



Join Us on Dec 7th for the Seminar, "gTLDs: The Next Move is Yours!"

November 28, 2011

ICANN made its move to launch the new generic Top Level Domains (gTLDs), the biggest change to the structure of the Domain Name System since its inception 25 years ago. (A gTLD is the name to the right of the dot in a domain name address -- not to be confused with domain names, which are to the left of the dot). Now, whether your organization plans to adopt a gTLD or not, it needs to move to devise a winning strategy.

Join Kelley Drye on December 7th at the Tower Club in Vienna, VA, for a free seminar that will explore what opportunities may be exploited, by whom, and when, and discuss what may be done to protect your organization's interest in this vastly changing Internet environment.

We will:

- Explain the new gTLD system and application process, including highlighting important myths and misconceptions.
- Discuss the marketing and branding opportunities for owners of gTLDs, but the game is open to more than simply those players. Understand this new way of doing business and what types of consulting, technology, management, and other moneymaking opportunities new gTLDs may create.
- Outline some key rules and regulations that will govern how your organization will play.
- Assess the risks in joining or not joining the game at this time. Don't be a simple pawn, move to preserve your position for the future - especially if your competitors are in the first round of new gTLD applicants. If nothing more, act now to get the authorities in your organization to make an informed decision as to what they need to do.

SPEAKERS:

Nancy Lutz, Partner, Kelley Drye & Warren LLP

Sarah Langstone, Director of Product Management, VeriSign, Inc.

Alexa Raad, Founder, Architelos Inc.

DATE:

December 7, 2011 8:00 AM -10:00 AM ET

LOCATION:

The Tower Club

8000 Towers Crescent Drive

17th Floor

Vienna, Virginia 22182

Email dcevents@kelleydrye.com to register.