

The New GTLDs and What It Means for Your Organization

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The Internet Corporation for Assigned Names and Numbers (ICANN) released information from 1,930 new gTLD (generic top-level domain) applications. This article explains what this means and how it affects brand owners. The article provides steps which brand owners can take to both protect and market their brands. Finally, the article lists the key dates to track for securing the rights to operate new gTLDs.

To read the full article, click [here](#).