

What Is a New gTLD and Why You Should Care: A gTLD Primer for Brand Owners

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This article describes ICANN's gTLD (generic top level domain) registration process and provides tips for brand owners. It explains what a gTLD is and how different gTLD categories affect the registration applications. The article provides an update on ICANN's evaluation of applications, and explains the public comments and objections and dispute resolution process. The article explains string contention procedures, give suggestions on how brand owners can protect their rights, and provide important key deadlines for gTLD applicants.