

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

[Andrea L. Calvaruso](#)

September 7, 2012

This article reviews the laws relating to ICANN's new generic top level domains (gTLDs). On June 13, 2012, ICANN published information regarding the 1,930 new gTLD applications filed in 60 countries, including filings for .brand or .generic strings. The article explains ICANN's current gTLD process, and provides tips for brand owners as well as important dates.