



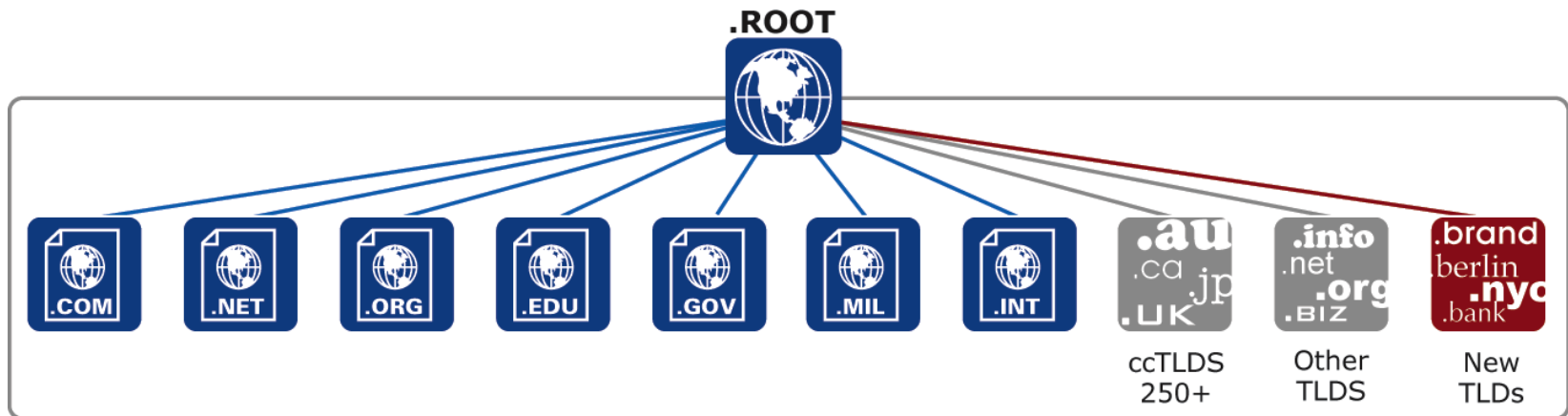
Considerations for Users

Facts and Figures Regarding the Implications of the New gTLD Program on Business as Users

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New gTLD Overview

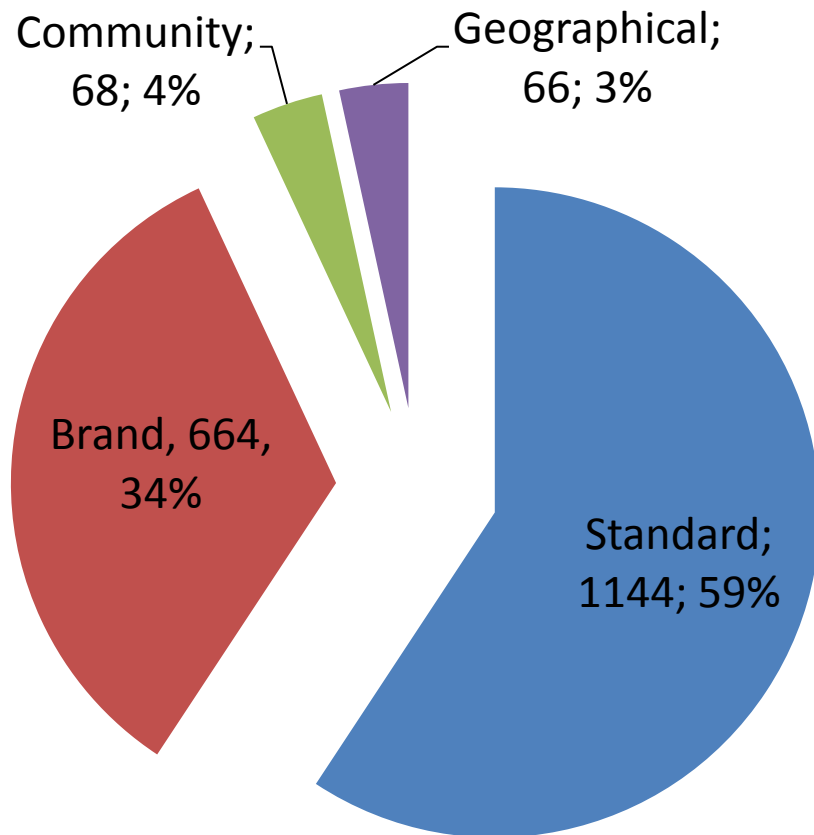
- New gTLD Program significantly changes the Internet landscape
- New TLD types
 - Brands
 - Community-based
 - Geographical
 - Open Generics
 - Closed Generics



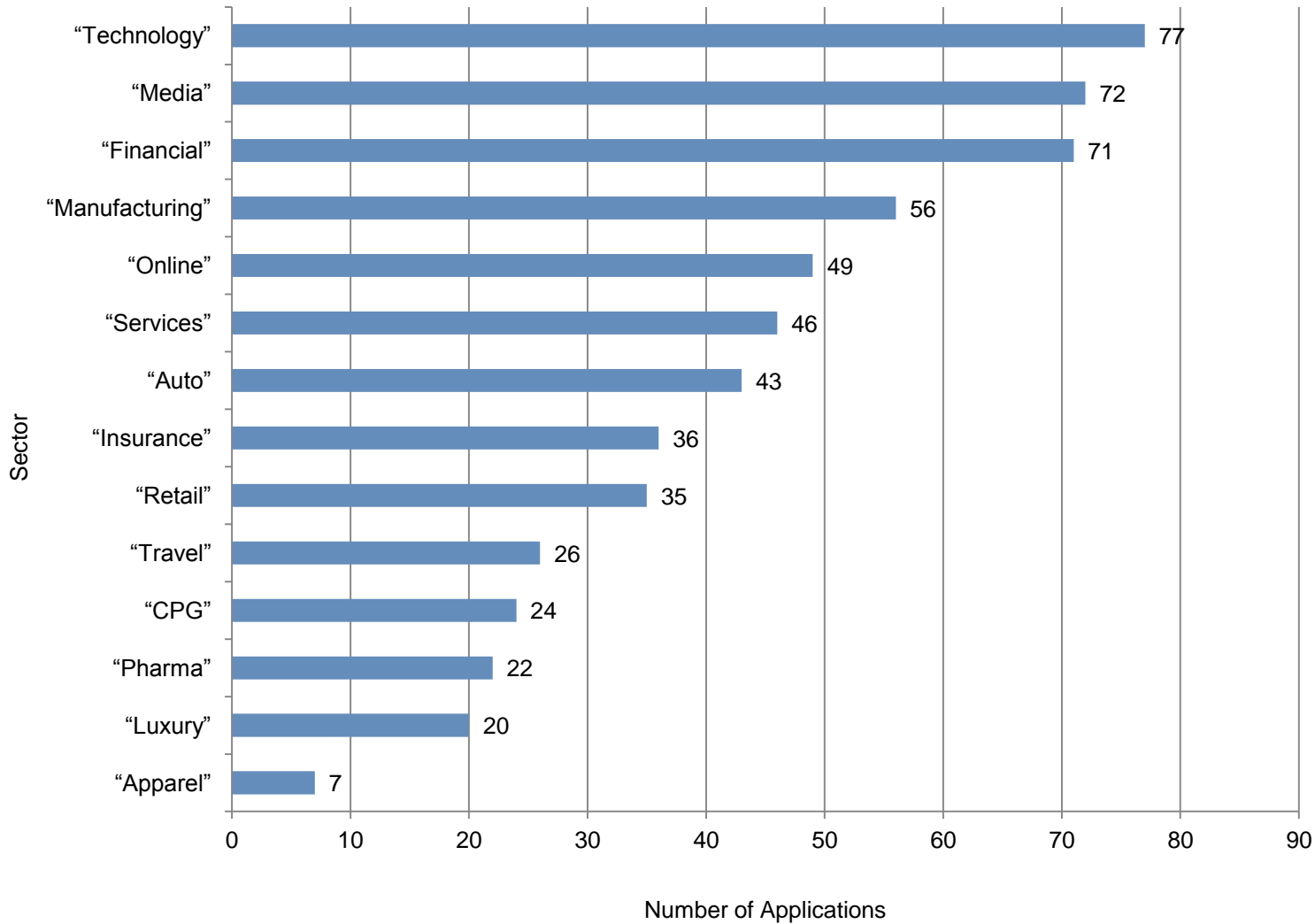
New gTLD Application Stats

- 1930 Applications (1409 Unique Strings)
 - 1179 Uncontested Applications
 - 751 Contested Applications (Representing 230 strings)
- 664 .Brand Applications
 - 40% of Fortune 100 applied
- 116 .IDNs (Internationalized Domain Names)
- Geographical distribution of applicants
 - 911 from North America
 - 675 from Europe
 - 303 are from Asia-Pacific
 - 24 from Latin America and the Caribbean
 - 17 from Africa

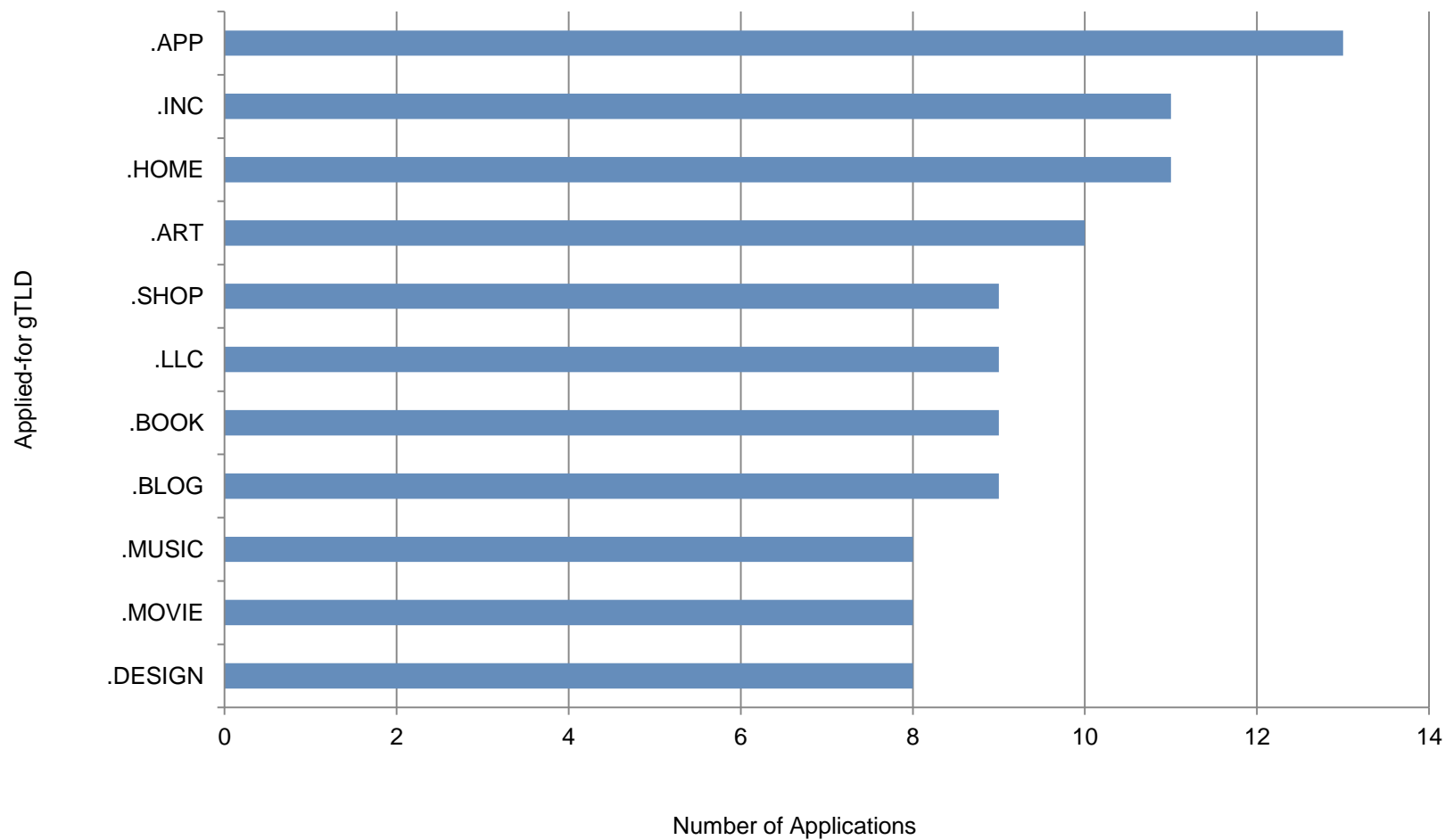
Total Applications by Type



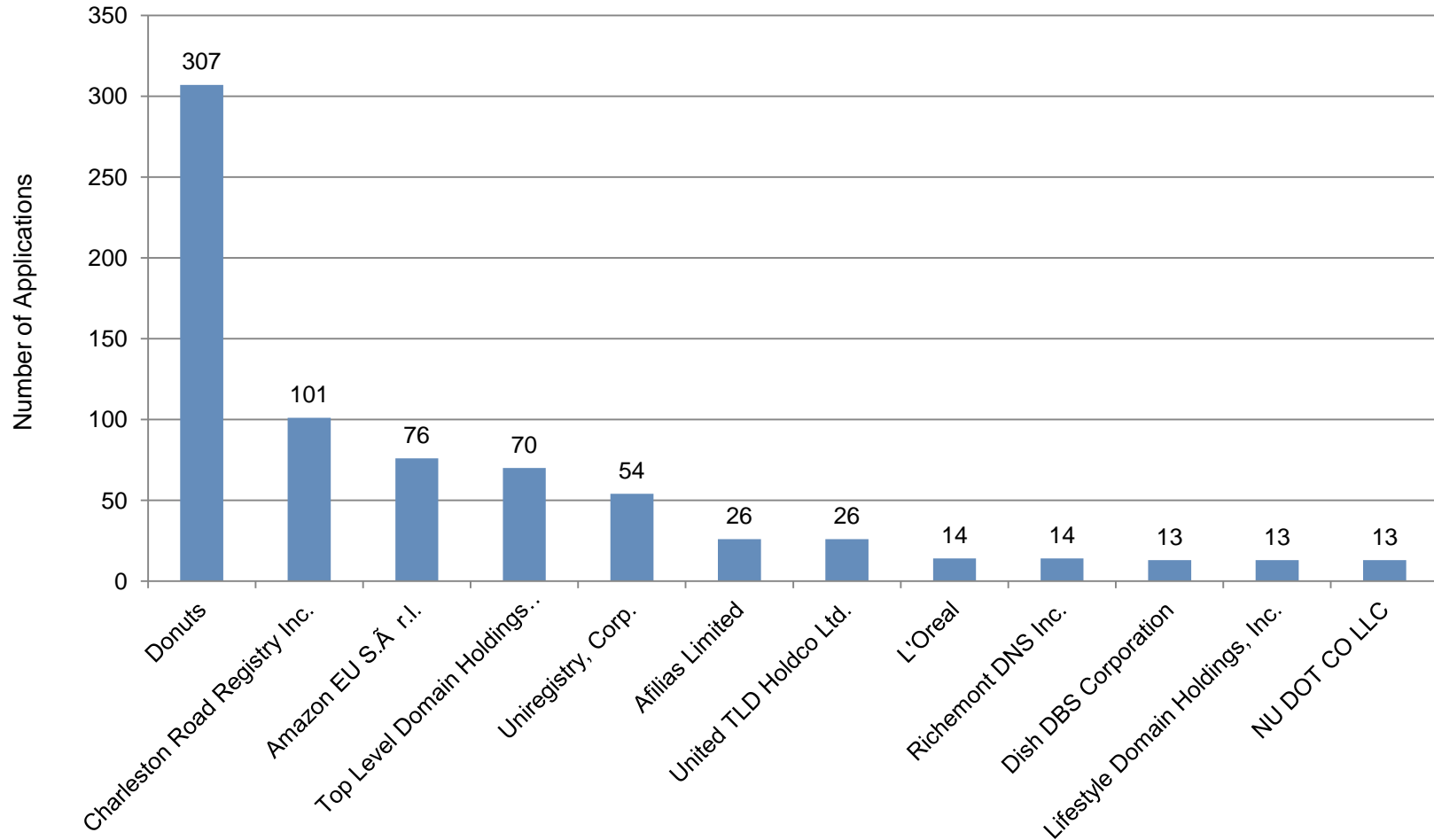
664 .Brand Applications



Most Highly Contested Strings



Top 10 Applicants



Perspectives from Business

- **75%** do not expect to use new gTLDs for core websites
- **55%** believe that New gTLDs will create opportunities for brand harm or confusion
- **50%** stated that their online policing efforts will need to increase
- **33%** are not sure what to do with their domain portfolios in response to new gTLDs

Impact of New gTLDs for Business

- Review submitted applications
 - Submit comments or file objections
- Prepare for the launch of new registries starting in 2013
 - Prepare for submission of data to Trademark Clearinghouse
 - Rationalize portfolios and ensure domain policies are current
 - Budget accordingly for new registrations and resources
 - Actively begin policing for brand abuse across all New gTLDs
- Become familiar with new RPMs
 - URS (Uniform Rapid Suspension)
 - Trademark Claims Notices
 - PDDRP (Post-Delegation Dispute Resolution Policy)
 - RRDRP (Registry Restriction Dispute Resolution Procedure)