

- As with previous expansions of the gTLD space, some trademark holders engage in defensive registrations.
- In a sample studied by Analysis Group, 54% of trademarks registered in .com were registered in one or more of the new gTLDs.
- Most trademarks are only registered in a small number of gTLDs (median of 3), although a small number of trademarks are registered in many (sometimes hundreds) of gTLDs.