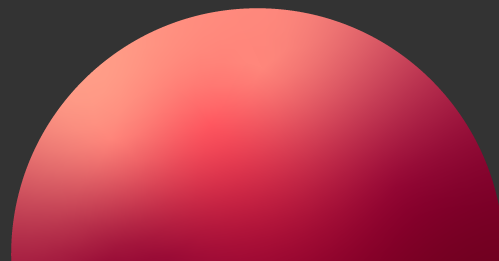


dotBrands 2.0

PTMG

March 2024



dotBrands 2.0

Some Basics and History

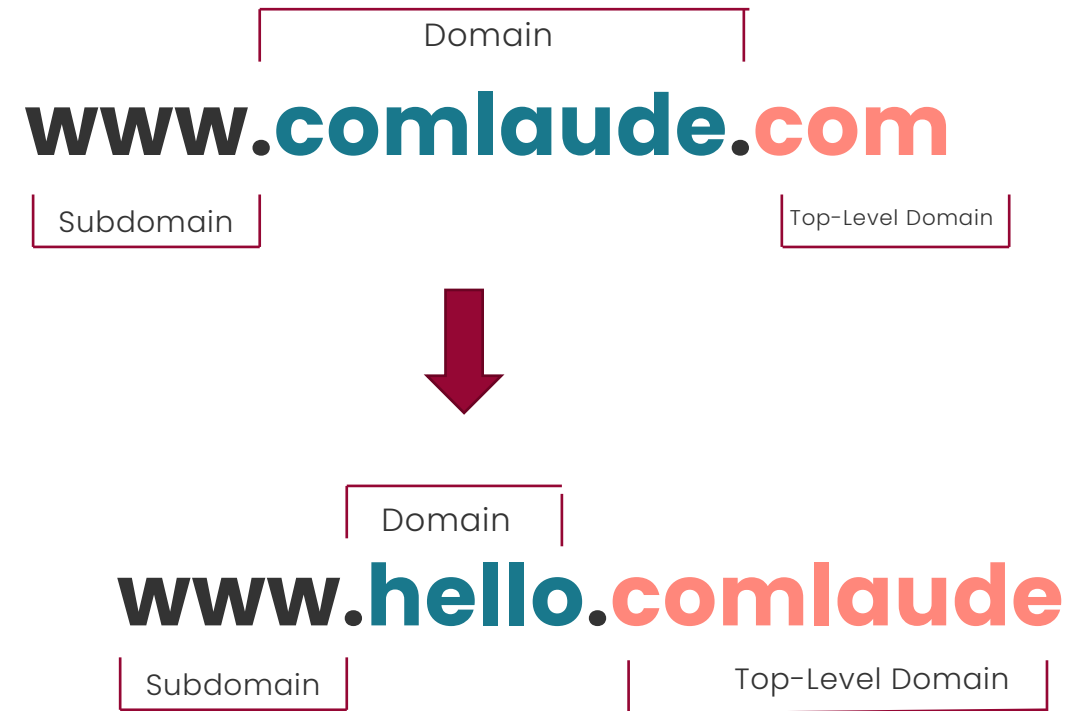
What is a TLD and a dotBrand?



A **Top-Level Domain** (TLD) is the part of a domain to the right of the dot, such as .com or .net.

A **dotBrand** is a type of TLD where your brand appears to the right of the dot.

With a dotBrand **you own the entire name space** to register any domain names, in any way you like providing enormous flexibility and a greater control on domain name costs.



The First New gTLD Round



In 2012 ICANN launched the new gTLD Program.

Entities could apply to operate their own top-level domain.

Application window was open for three months.

The Different Types of New gTLD Applicants



Application Type	Example
Open/Unrestricted	.Club, .XYZ, .Online
Geographic	.London, .NYC, .Tokyo
Community	.Bank, .Eco, .Gay
IDN	.企业, . САЙТ, .بازار
dotBrand	.Audi, .BBC, .Virgin

.pharmacy Community Registry



Who is the Registry Operator of .pharmacy?

- The **National Association of Boards of Pharmacy (NABP)** is a 120-year-old, US-based non-profit organization whose members are the 50 state regulators of pharmacy practice, as well as pharmacy regulators in the District of Columbia, Guam, Puerto Rico, the Virgin Islands, Bahamas, and ten Canadian provinces.
- NABP is a mission-driven organization. NABP assists its members in **protecting public health**.
- NABP's 180+ staff includes pharmacy and regulatory professionals.
- NABP offers other programs that protect public health, including pharmacist license exams, accreditation programs, inspections, and license transfer.



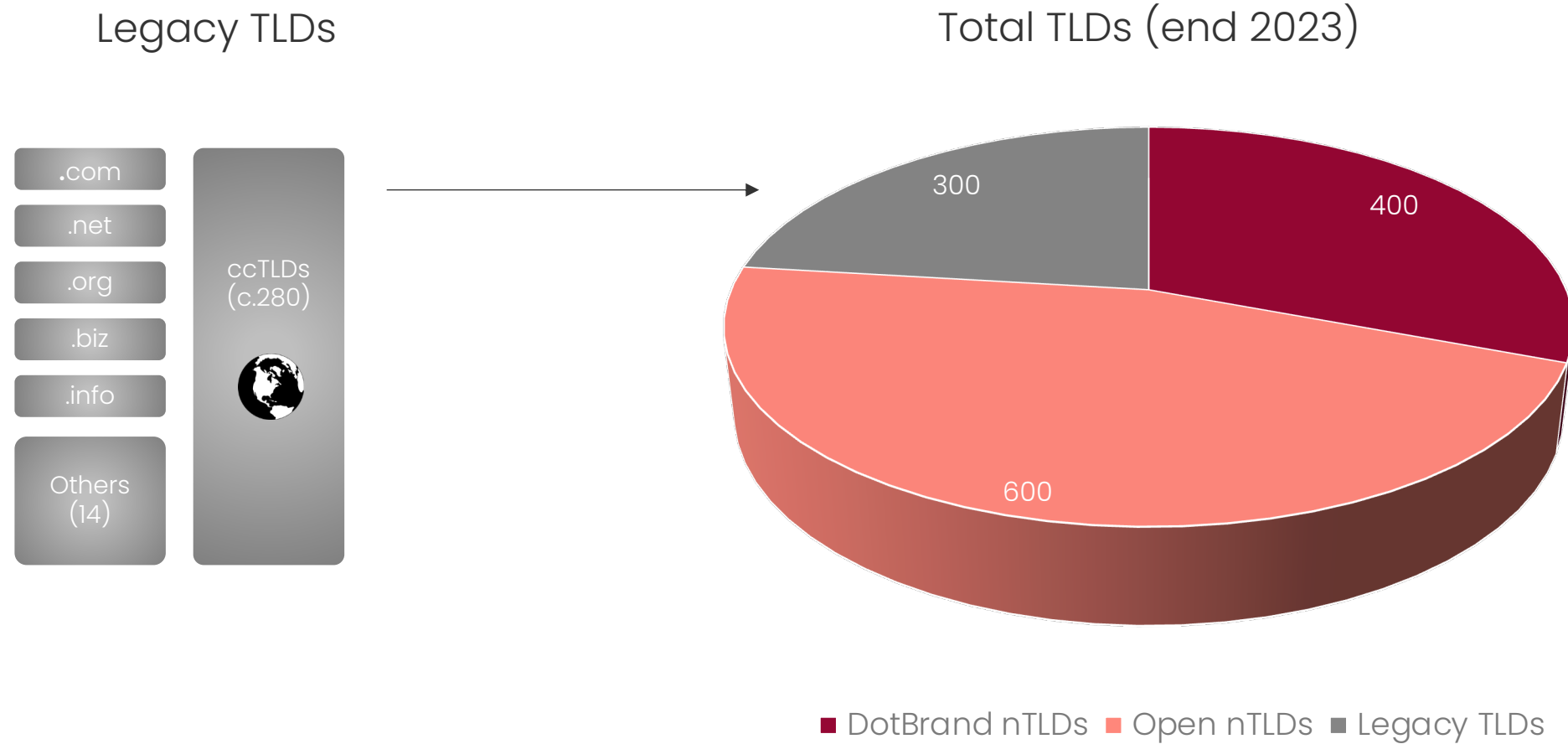
Pharmacy: Eligibility, Standards, and Recognition

- The **.pharmacy** TLD is available to healthcare merchants and merchants that are healthcare adjacent who have obtained NABP's Healthcare Merchant Accreditation (or accreditation from another recognized program). The TLD is also available to pharmacy regulators.
- **.pharmacy** is a **fraud-proof seal** that is recognized by third-party stakeholders, including Google, Bing, TikTok, Snap, Twitter/X, Reddit, Yahoo, Visa, and Mastercard.
- There are **currently over 600 .pharmacy domain names under registration.**

- costco.**pharmacy**
- amazon.**pharmacy**
- petmart.**pharmacy**
- samsclub.**pharmacy**
- walmartspecialty.**pharmacy**

- cvs.**pharmacy**
- caremark.**pharmacy**
- vons.**pharmacy**
- jewelosco.**pharmacy**
- meijer.**pharmacy**

The Changing TLD Landscape



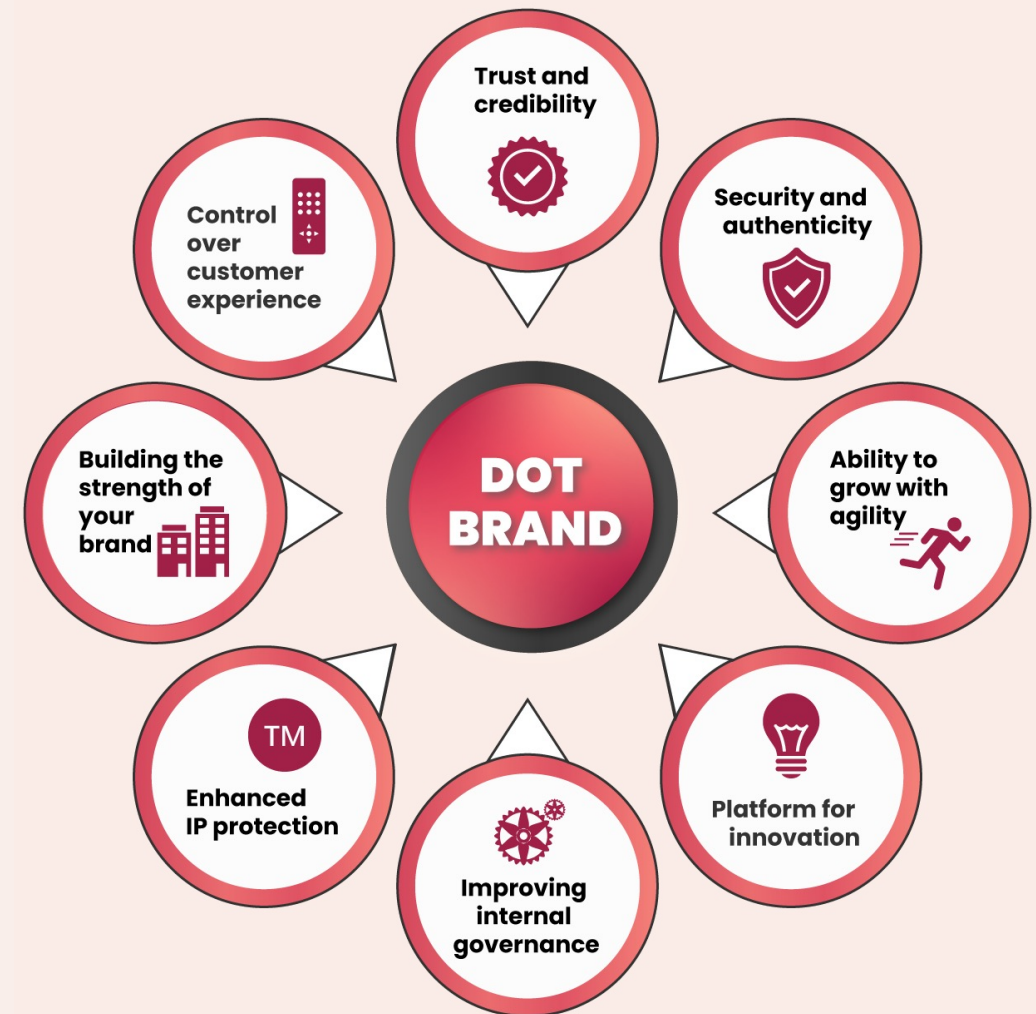
dotBrands 2.0

Advantages and Use Cases

Opportunities From the Right Side of the Dot



Where Brands Set the Rules



dotBrand Benefits



Consistent journey improves engagements and captures loyalty and business



Your own digital space that you control and secure from the root of the Internet



Ensures your company remains competitive



Agile and flexible: great for launching new products and services with built-in futureproofing



Integrate dotBrands into your overall domain strategy to right-size your domain portfolio – other dotBrand owners have reduced their legacy portfolio by 50%

First Round Pharma dotBrand Applicants



Strong Symbol of Trust and Protection



passwords.google

signin.aws



Simpler sign-in,
safer passwords

Google Password Manager securely saves your passwords and helps
you sign in faster.

Strong Symbol of Trust and Protection

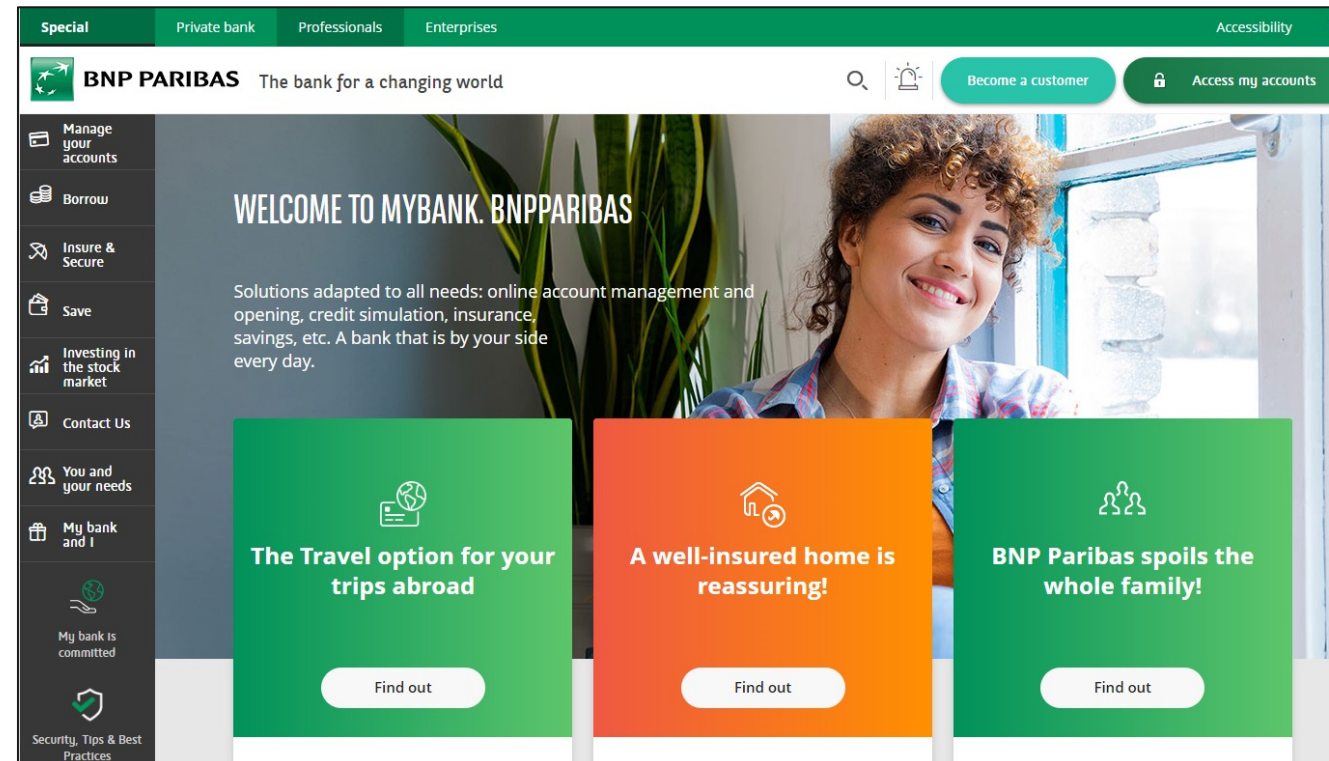


dotBrands provide trust and peace of mind that leads the user to authentic goods or services in a **zero-abuse** name space.

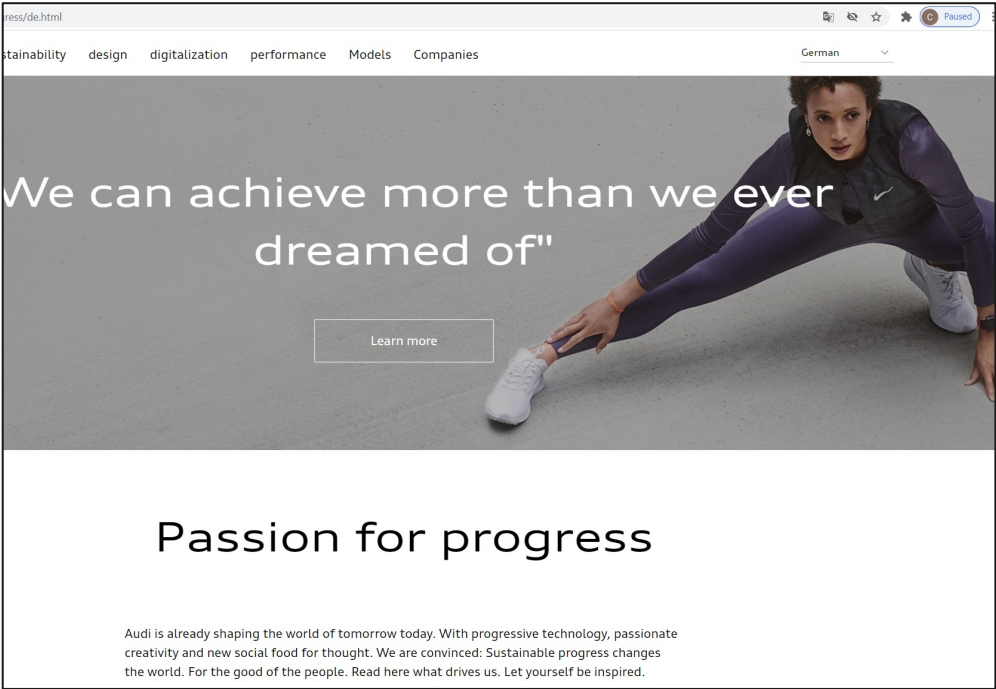
mabanque.bnpparibas

is the home for the BNP Paribas online banking portal – servicing over **8 million customers**.

State Bank of India and **Banco Bradesco** also use their dotBrands for their online banking platforms.

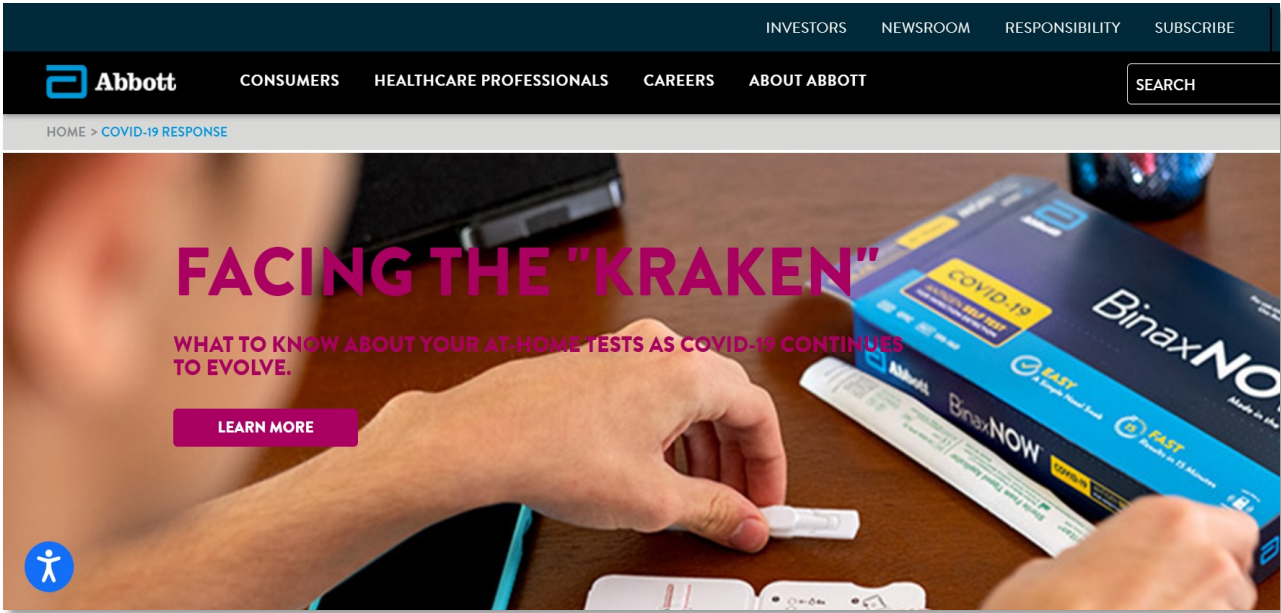


Enhancing Global Marketing Strategies

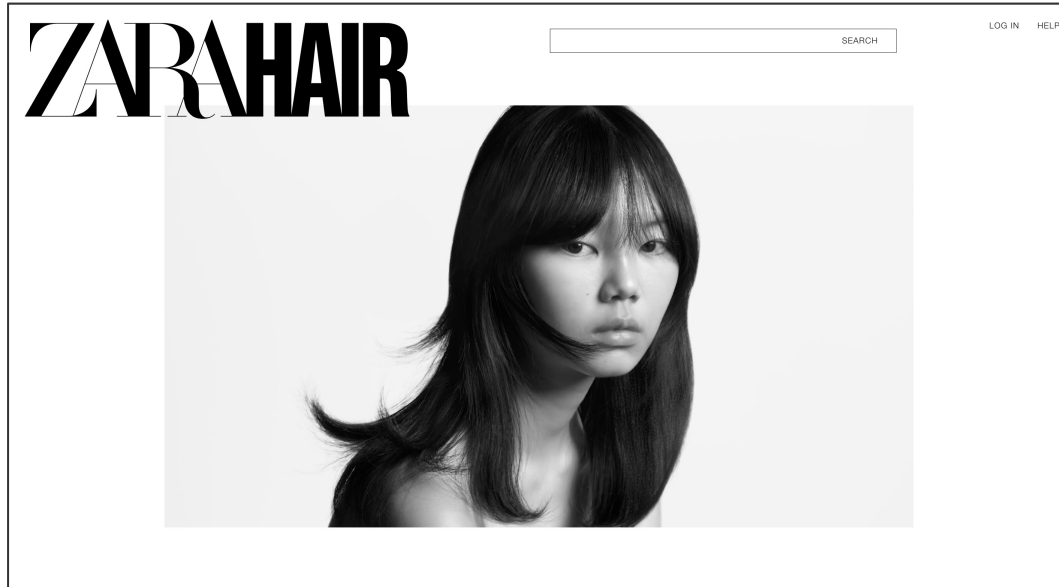


progress.audi

coronavirus.abbott

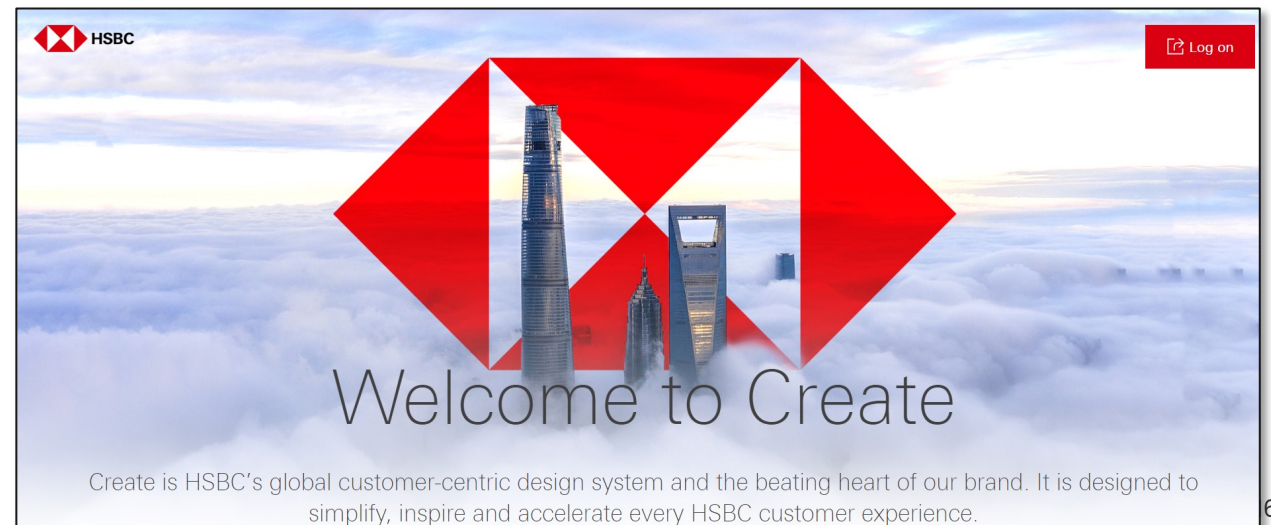


URL Shorteners/Memorable and Appealing Domains



go.zara

create.hsbc



Bridging the Gap Between Web2 and Web3



Nike Launches .SWOOSH, a New Digital Community and Experience

- Your dotBrand can be the **secure and trusted gateway** for your customers to access your metaverse.
- Immersive AR & VR blend daily life with enriching links to products, interactions, virtual training
- Anti-counterfeit protection

swoosh.**nike**

Authentication and Validation




vaxcheck.jnj

Use of a dotBrand by Johnson and Johnson provides a central website for healthcare professionals to check the validity and authenticity of specific COVID vaccines.


Janssen's COVID-19 Vaccine Global Information


The authorization or approval status of Janssen's COVID-19 vaccine varies by country. Unless approved or licensed by the relevant health authority, the product is investigational and its safety and efficacy have not been established. To see whether the vaccine has been approved by the relevant health authority in your country, please identify whether you are a licensed healthcare professional or a vaccine recipient and select your location below.

The country list will be updated as additional information becomes available. Please check back to ensure you have the most recent information.




This site is intended for Healthcare Professionals only.
I am a Healthcare Professional





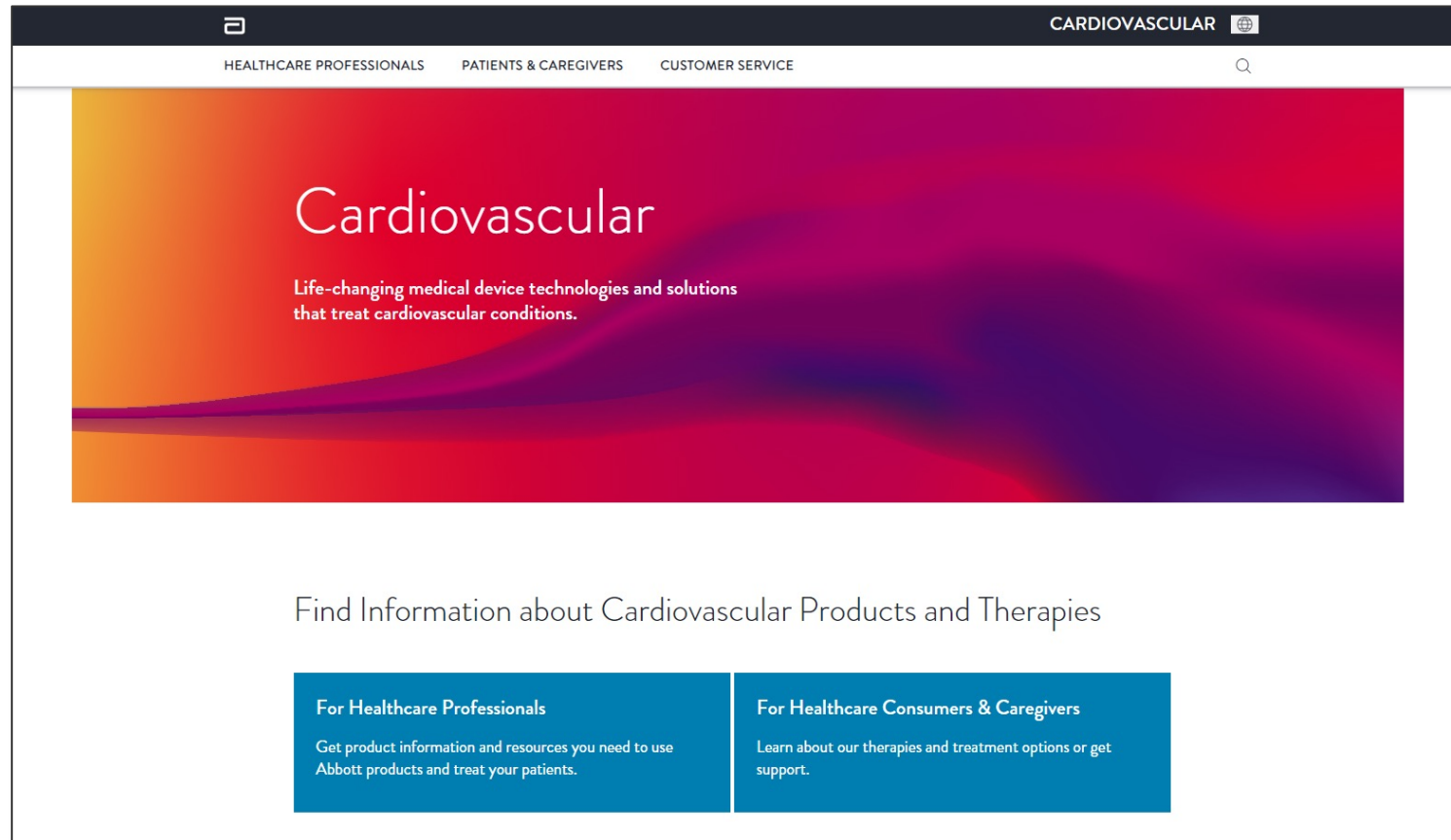
I am **NOT** a Healthcare Professional



[Click here to contact us](#) if you would like to report a side effect / product complaint or are seeking medical information about our COVID-19 vaccine. Please use the contact information for the country where you are located.

Janssen is now Johnson & Johnson Innovative Medicine

Specific Product Information



Cardiovascular Therapies:
cardiovascular.abbott

Heart Monitoring:
heart.abbott

Diabetes Treatments:
diabetescare.abbott

Regional and Local Language Websites

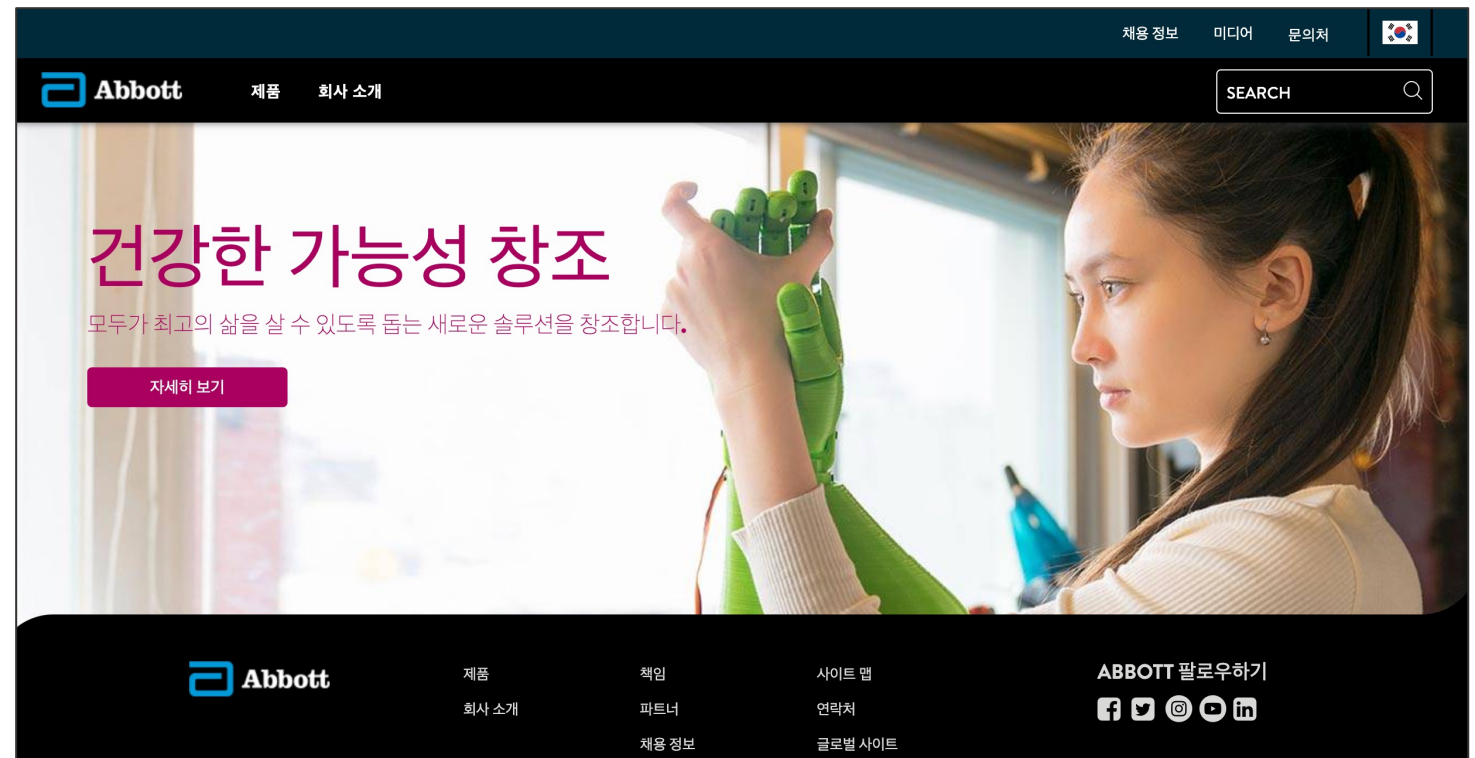


kr.abbott

Abbott has also created domains for each of their affiliate sites, to deliver content appropriate the jurisdiction and local regulations

es.abbott

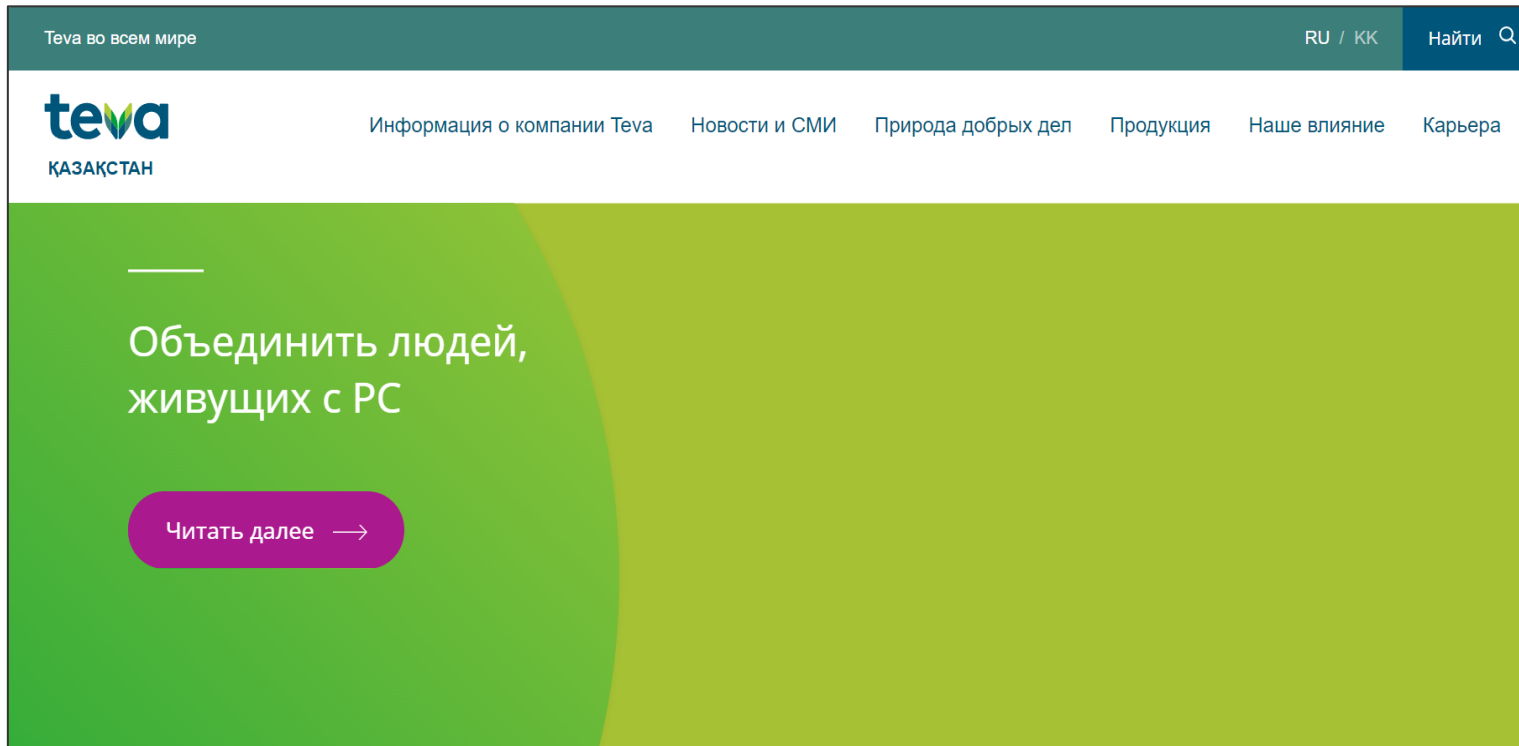
ca.abbott



Regional and Local Language Websites



kaz.teva



Teva Pharmaceuticals has used their dotBrand to provide tailored local content to the jurisdictions they operate in, such as kaz.teva for Kazakhstan and srb.teva for Serbia.

Deliver Targeted Content



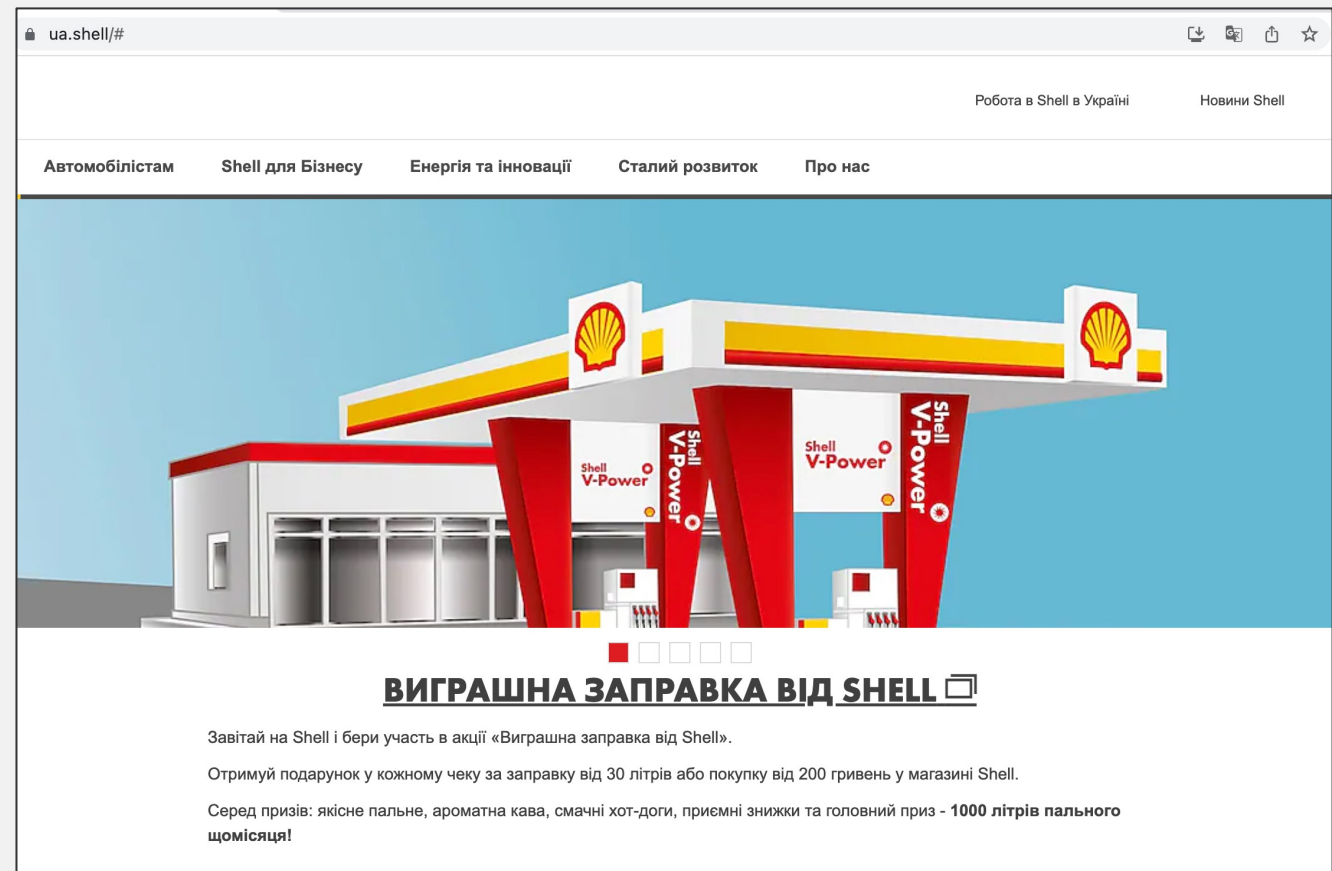
Create Regional-based Domains

Allows you to host site-specific content, especially when there are problematic local registry restrictions or if you don't own the .com for that region.

Secure Alternative to Unstable ccTLDs

Shell moved important online content from the Ukraine country domain (shell.ua) to a domain they set up easily within their dotBrand (ua.shell).

ua.shell





jobs.lundbeck



OUR FOCUS

OUR SCIENCE

STORIES

SUSTAINABILITY

ABOUT US

CAREERS

INVESTORS

PARTNERING

PRESS

CONTACT

OTHER SITES (GLOBAL)

We need every
brain in the
game

LEARN MORE ABOUT LUNDBECK AS A WORKPLACE →

Q1

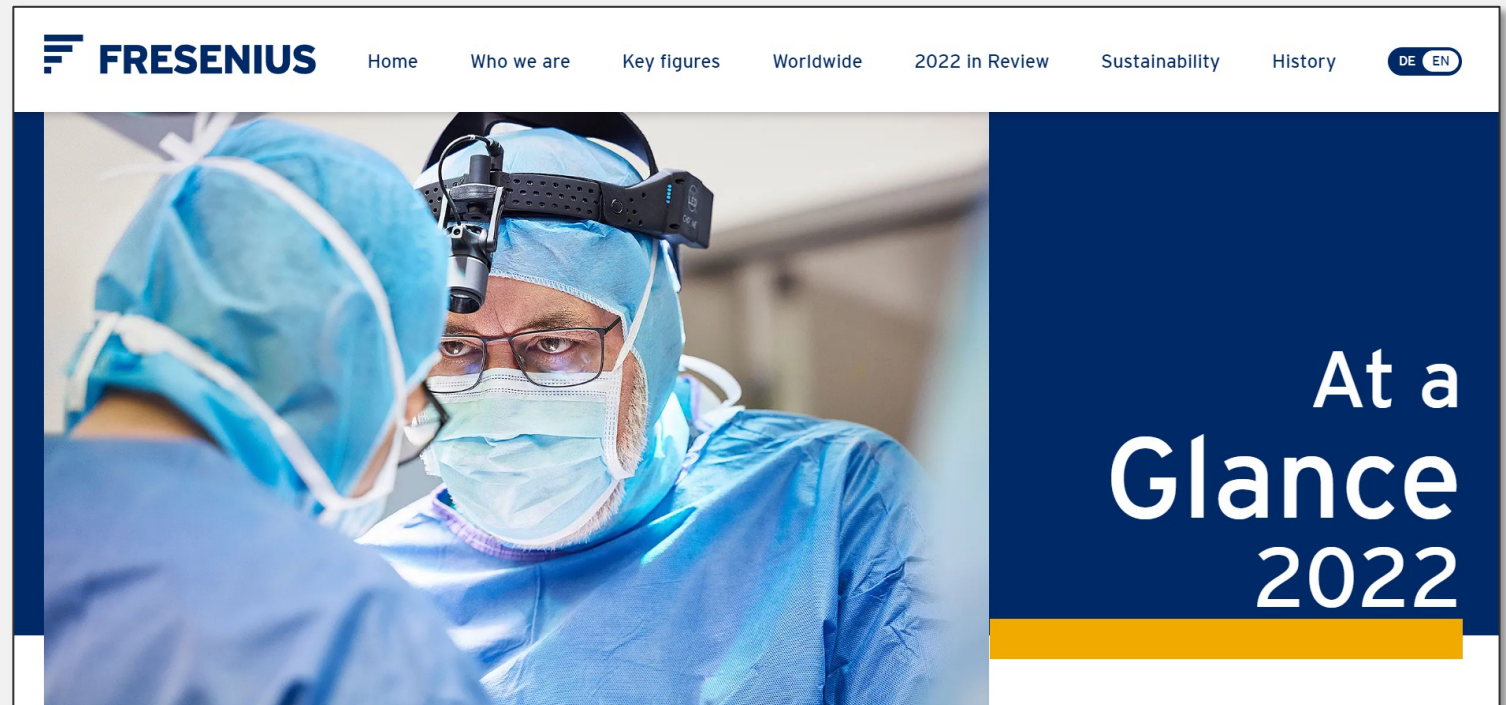


Q1 2023 FINANCIAL
RESULTS

Drive Traffic Home



ataglance.fresenius





yourhealth.stada

YOUR HEALTH.STADA

Your Body

Your Soul

Your Family

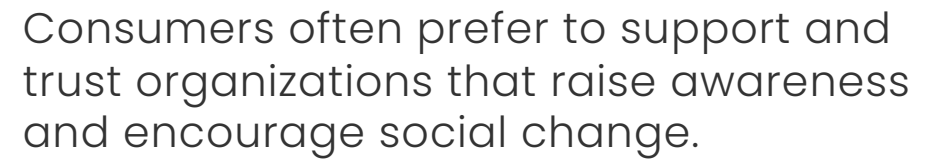
Your Nutrition

Health Report

About Us

Caring for People's Health

We are convinced that if you want to stay healthy, you cannot do without one thing: Health knowledge.



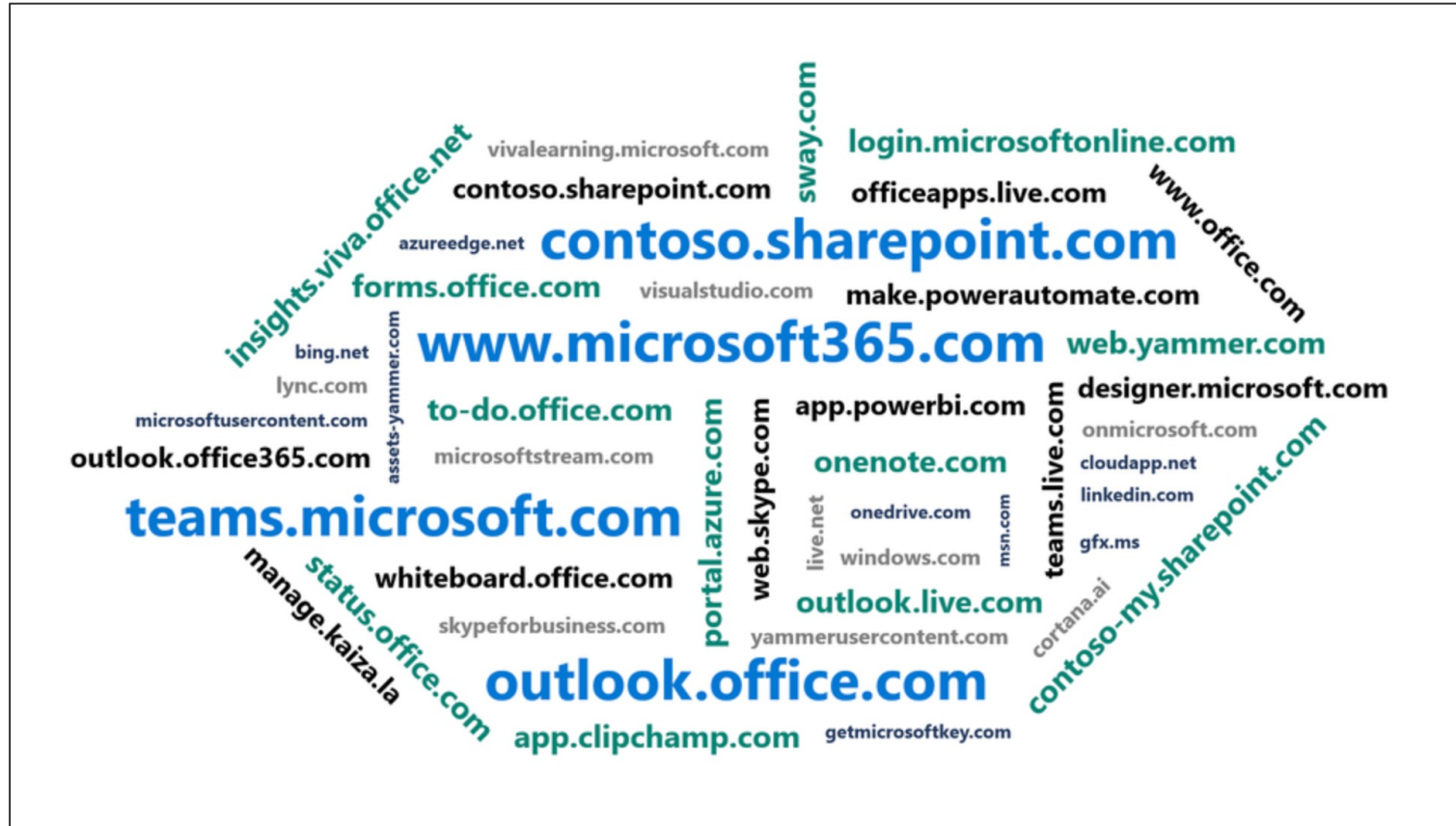
sustainability.google

readyforgreen.schwarz

skyzero.sky

Testimonials

cloud.microsoft



A unified domain for Microsoft 365 apps and services

Testimonials



“Consolidating our authenticated user-facing Microsoft 365 experiences into a single dotBrand domain embodies our highest aim: **Microsoft Runs on Trust**. Moving from an unwieldy accumulation of over 800 domains and defending ourselves against relentless DNS abuse in the gTLD space, we will be able to gain a competitive advantage and deliver on the highest level of promises to engineering, enterprise, and end user customers: a trustworthy, secure, intuitive, and performant domain. ”

Cole Quinn


Manager, Corporate Domains, DNS, and Registry Operations

Testimonials



Amazon Web Services uses .AWS to host their customer cloud hosting platform, which supports thousands of customers. They value the **increased security and control** provided by hosting such critical services on their dotBrand.

Dot AWS: Aiding Amazon's rollout of IPv6

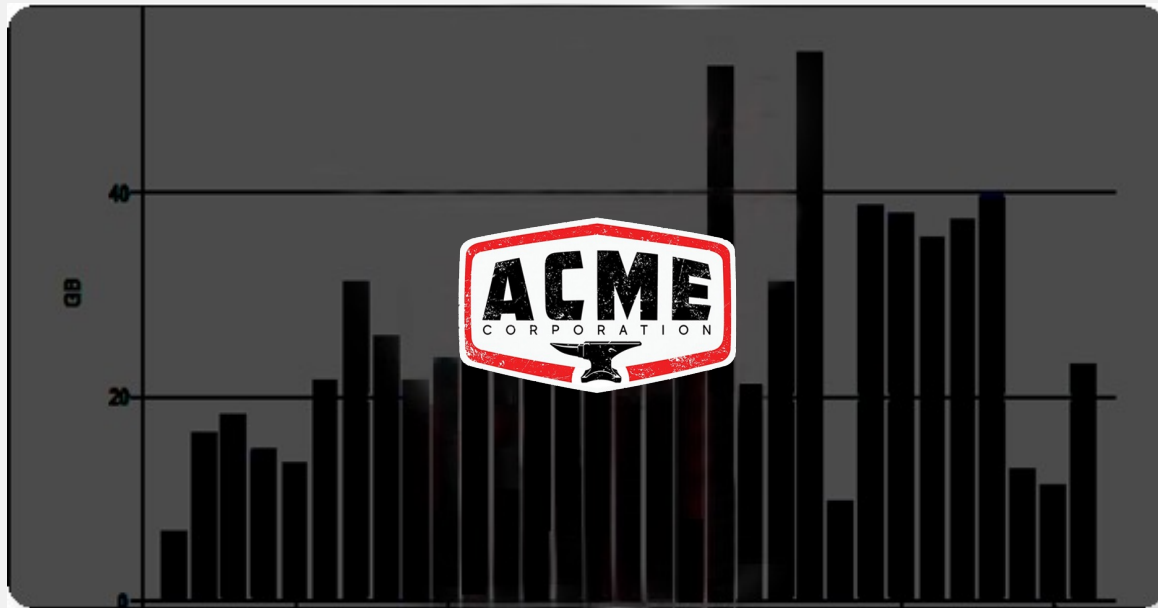


Amazon applied for 76 TLDs in the first round of the new gTLD program, including a number of Dot Brand TLDs. It is the company's plans for one of those Dot Brands – .AWS – that may transform how companies view their Dot Brand assets moving forward, as **Heath Dixon** explains.

Heath Dixon is Amazon's Senior Corporate Counsel for Registry, Registrar and Domain

dotBrands 2.0

Analytics and Security



.acme Registry Data

dotBrands provide you with access to a unique set of data – **NXD Data**. Non-existent Domain Data shows all terms which users have typed into their browsers ending in your dotBrand that are not registered as domains).

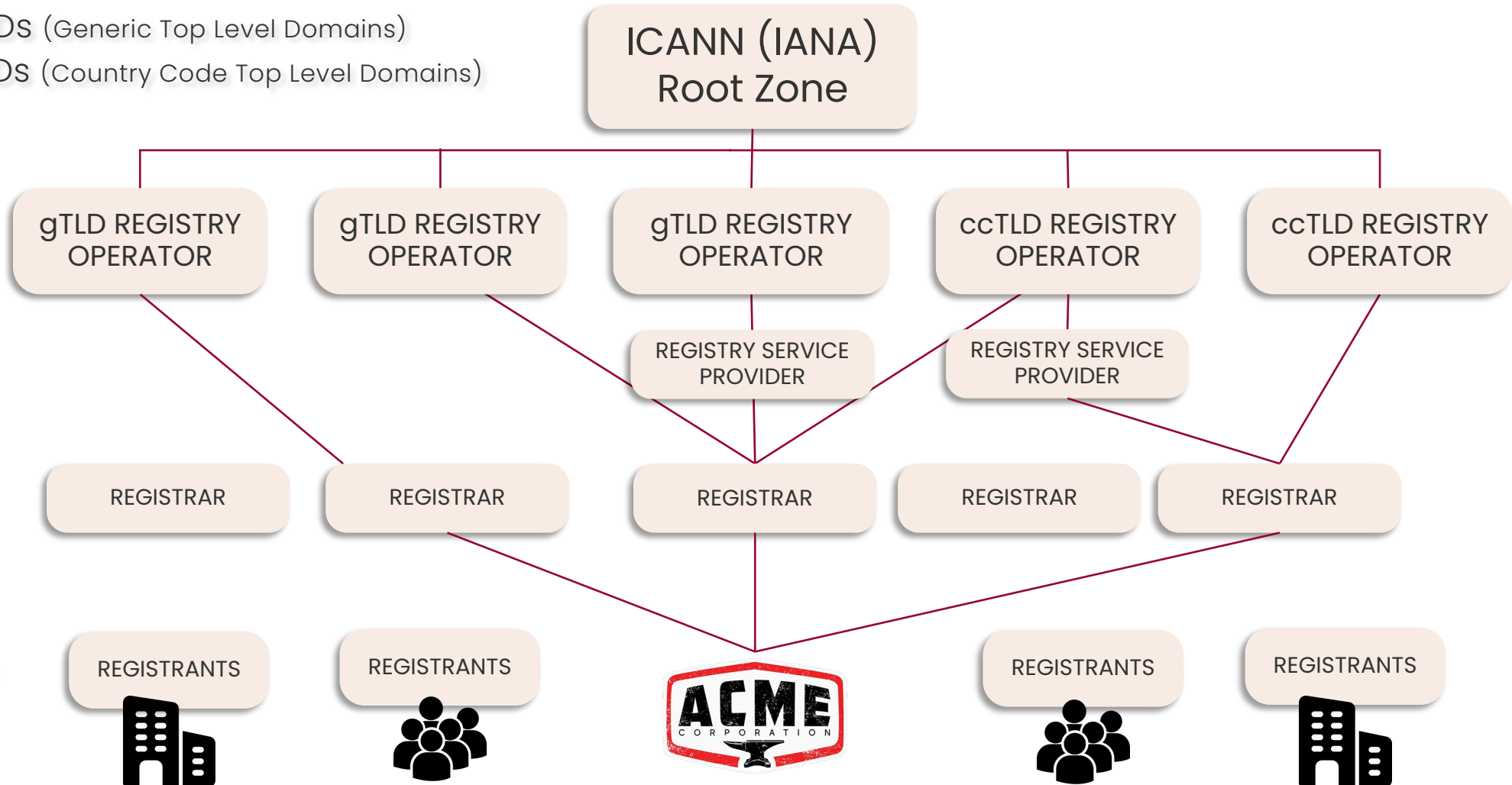
This can help you:

- Explore customer behavior before they reach your websites
- Identify keywords to register as domains to capture traffic
- Uncover potential issues with private networks

The Internet as the Boss of You



1000 + gTLDs (Generic Top Level Domains)
300+ ccTLDs (Country Code Top Level Domains)



400+ Million
Domains

Have Your Way with the Internet



Use policies and procedures controlled by Acme.

ICANN (IANA)
Root Zone



No malicious or infringing registrations (including typos, homoglyphs, etc.)

Spooof Proof

Registry Service
Provider

Registrar



Legacy Domain Portfolio



Affiliates

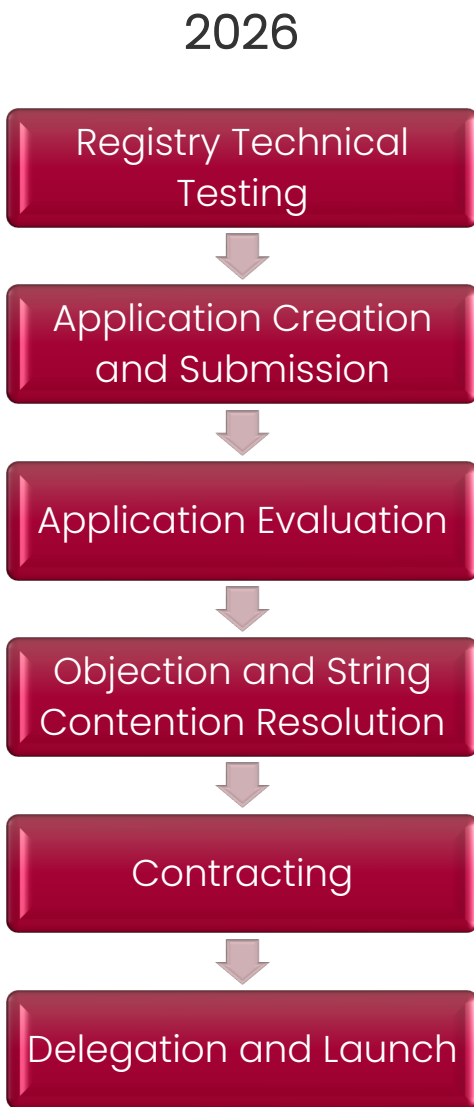
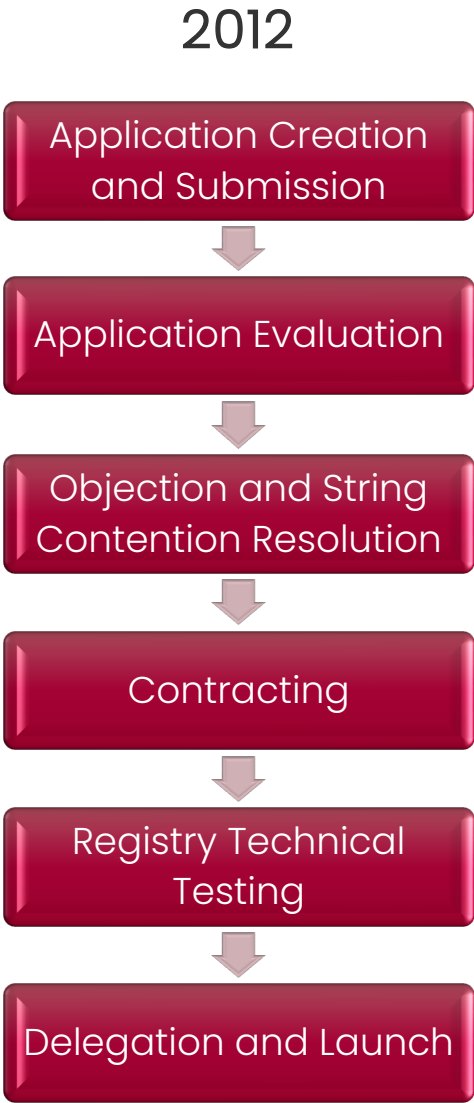


Trademark Licensees

dotBrands 2.0

Applications and Legal issues

What Was/Will Be the Application Process?



← 2024?

The process will likely be the same, with one major difference:

Registry Technical Testing will happen up front which will save time.

Contention Sets



Contention Sets were defined in Section 4.1 of the **2012** Applicant Guidebook as:

- Two or more applicants for an **identical** gTLD string successfully complete all previous stages of the evaluation and dispute resolution processes; or
- Two or more applicants for **similar** gTLD strings successfully complete all previous stages of the evaluation and dispute resolution processes, and the similarity of the strings is identified as creating a probability of user confusion if more than one of the strings is delegated

2026 guidance might include updates based on what is deemed **similar**.

Objections



Objection Type	Purpose
Legal Rights	To mitigate against IP infringement in the TLD space.
String Similarity	To prevent the risk of internet users being confused between similar TLDs.
Limited Public Interest	To prevent the creation of TLDs which would be against the public interest and potentially cause harm to internet users.
Community	To mitigate against potential abuse of a particular community.
GAC	To represent public policy matters of importance to governments.

Rights Protection Mechanisms



ICANN introduced new mandatory Rights Protection Mechanisms (RPMs) in 2012 for the new gTLD program to protect IP rights holders from abusive domain registrations.

Sunrise Periods

Trademark Claims

Uniform Rapid Suspension (URS)

Trademark Post-Delegation Dispute Resolution Procedure (PDDRP)

Some registries also developed their own IP blocking services to prevent the registration of certain trademarked terms, for a fee.

AI or not AI?



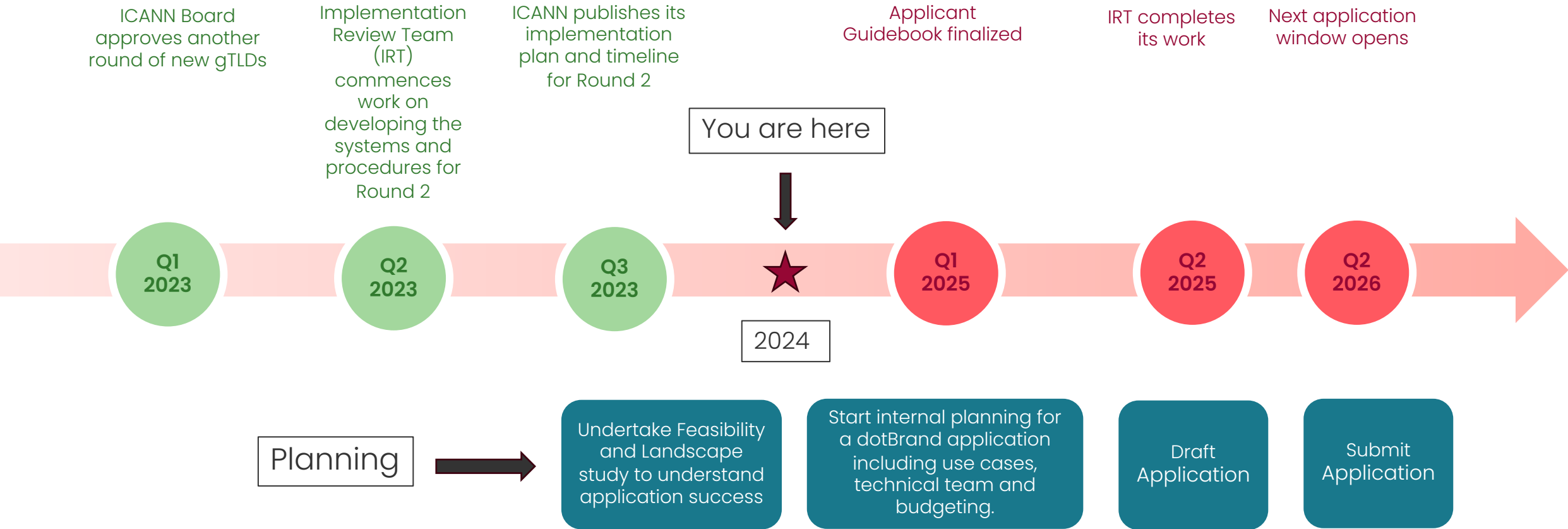
That is the question.

Some companies may employ AI to complete applications and ICANN may use AI to evaluate applications.

In the first round there were many nuanced questions among the hundreds of pages to address.

Watch This Space!

The Current ICANN Second Round Timeline



Green = has already happened.
Red = timing is our best estimate but could vary

Estimate Based on Round 1 Pricing (2012)



ICANN Fees – Round 1	One Time Fee	Ongoing Annual Fee
ICANN Application Fee per TLD	\$185,000	
ICANN Annual Fee per TLD		\$25,000
Data Escrow Provider Fee		\$3,000
Registrar/Registry Service Provider		\$60,000
TOTAL	\$185,000	\$88,000

Thank you

Com Laude dotBrand Services

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