

ICANN releases list of applicants and proposed new top-level domains

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Today, June 13, the Internet Corporation for Assigned Names and Numbers (ICANN) published the list of applicants and proposed new top-level domains (TLDs) tied to its program to radically expand the domain name system (DNS). Click [here](#) to access the list (in the form of an Excel spreadsheet).

A TLD is the string of letters to the right of the last "dot" in an internet address, e.g., .com, .org, or .net. Today, there are 22 TLDs. ICANN's announcement may result in thousands of new TLDs to compete with the current 22. Examples may include .home, .food, and .mail.

This program has come under considerable criticism. See www.crido.org. Despite the concerns expressed by many brands and marketers, ICANN is proceeding with plans that may result in new domains as early as the first quarter of 2013.

We have formed a Global Task Force to work with clients facing decisions in this potentially changing Internet ecosystem and will provide a more detailed review and webinar shortly.

Should you have any questions, please contact any one of our Global Task Force members.

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