

.BRAND, new gTLDs, what is it about?

Companies are currently using strategic domain names ending for example with .COM, .DE or .FR for their digital activities. However a new approach is possible: you can now create your own Internet extension **to personalize and assert your online identity!**

A .BRAND is an internet extension (a TLD, Top Level Domain) created from one of your registered trademarks. It will allow you to create your future internet addresses by ending them with the name of your brand (for example **group.brand, community.brand**), thus **giving it a recognizable and secure digital identity**. To create your own extension, it is necessary to build and submit an application file to ICANN **with a partner who has the necessary expertise** to support you in the implementation of your project: Nameshield is the ideal partner to help you achieve this goal.

A MARKETING ASSET

An exclusive communication channel but also a key advantage for your SEO and your reputation.

INCREASED SECURITY

Control the entire technical and operational chain down to the root of the Internet.

A LOYALTY TOOL

Generate authentic and reliable domains to reassure and retain Internet users.

CREATE YOUR .BRAND

UNLIMITED POSSIBILITIES

Own a dedicated namespace, without constraints or limitations in terms of available domains.

A DIFFERENTIATION TOOL

Audi, BNP Paribas, E.Leclerc, Google... Nearly 600 large companies created a .BRAND in 2012, why not you?

AN INTANGIBLE ASSET

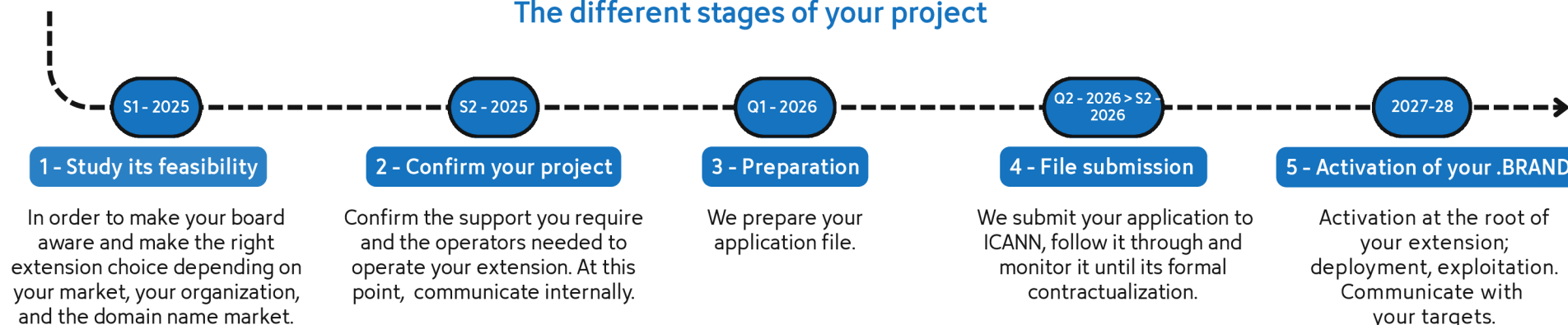
Invest in a strategic intangible asset for your business and enhance its value!

A RARE OPPORTUNITY

14 years after the previous application window, a new unique opportunity.

CREATE YOUR .BRAND

The different stages of your project



Why choose Nameshield?

Experience

Nameshield already supports large companies that own and operate their own .BRAND.

Agile

Our approach adapts to our clients' knowledge and involvement in the project.

Modularity

Our offer is modular in order to meet your needs and give you flexibility in the implementation of your project.

Expertise

Nameshield has a dedicated department devoted to managing such projects.

Engagement

We are involved in ICANN internet governance, the registry ecosystem and escrow agents.

Independence

Nameshield is a sovereign and independent European company.

Nameshield in brief :

- Over 30 years of experience as a corporate registrar.
- An ISO 27001 certified company.
- Corporate, sovereign and proprietary solutions.
- A European supplier committed to a wide range of professional organizations.
- 140 employees experts in domain names, DNS, DMARC, Certificates, Monitoring and Remediation.
- An Internal CERT — a member of the French InterCERT, FIRST and TI.
- A company owned by its employees.
- Social commitment to the endowment fund Esperancia.

Would you like to know more?

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