

## A great opportunity for your brand **.BRAND**

### What is **.BRAND**?

You probably have internet addresses ending in .DE or .COM for your digital activities. A **.BRAND** (read dotBrand) is a brand specific domain extension. It allows you to use internet addresses ending with your brand name. To do this, you only need to have a registered trademark and then jointly submit a corresponding application to ICANN with Nameshield. With our expertise and experience in this field, you can rely on us to help you through this complex process with you.

### Why **.BRAND**?

Although you can use a well-known and widespread domain endings (a topic on which Nameshield can also advise you), there are numerous advantages in using a **.BRAND**, that classic Top Level Domains cannot offer.



#### Improved safety level

With your own **.BRAND**, you become your own registry. You have control of both the entire technical and operational chain and thus have technical data sovereignty.

#### Customer loyalty

You determine who has the ability to create internet sites that end with your **.BRAND**. Users can have confidence that they are on a trustworthy websites that belong to your company.

#### Desired internet address always available

The desired address is unavailable on the classic endings? With a **.BRAND**, an empty namespace is available for all your digital needs. The possibility to create suitable addresses are now unlimited.

#### Show the leadership of your brand

Almost 600 large companies have already chosen to use a **.BRAND** in the last round of applications. Secure a head start over your competitors who have not yet decided to applying.

#### Your brand as an intangible asset

The costs involved in creating a **.BRAND** will be paid off very quickly.

### Nameshield Registry Service will walk you through each step of the application process

Nameshield Registry has all the services required to successfully complete your **.BRAND** project.

- You benefit from our numerous years of experience in supporting major brands in the domain world.
- Our support offer is modular and can be varied depending on the project phase.
- Our support ensures that your time and resources are used efficiently during the project.
- We tailor our approach to the specific needs of your company.



# Important milestones in your .BRAND process

Step by step we approach your project goal together



## Our modules cover the entire project life cycle

Pre-project phase	<b>Study module</b> <ul style="list-style-type: none"> <li>Feasibility study</li> <li>Market study</li> </ul>	
Conception	<b>Application module</b> <ul style="list-style-type: none"> <li>Preparation of your candidature, application portfolio</li> <li>Selection and contracting with mandatory partners to implement your project</li> </ul>	
Implementation	<b>Pre-delegation module</b> All steps in the ICANN process up to the approval of your .BRAND	<b>Registrar module</b> Set up the operational management of your .BRAND
Roll-Out	<b>Post-delegations module</b> <ul style="list-style-type: none"> <li>Management of contractual obligations during the entire term</li> <li>Managing regulatory obligations throughout the life of the .BRAND (RGPD, NIS2...)</li> <li>Visualisation of the brand according to your requirements</li> <li>Representation in governing bodies</li> </ul>	<b>Strategy Module</b> <ul style="list-style-type: none"> <li>Development of a strategy for the successful launch of your .BRAND</li> <li>Further development and adaptation of your strategy over time</li> </ul>

## What makes us a strong partner

- European reference provider with over 30 years of experience in the field of domain name management and security.
- Nameshield is ISO 27001 certified and has an in-house CERT.
- A combination of personal support and a team of experts accompany you throughout the entire project.
- Nameshield is a member of First, DNS Oarc, Teletrust, ECO Association, Alliance for Cybersecurity and also belongs to the ICANN Stakeholder Group.



Illustration: Nameshield / Storyset.com

## Expert opinion

« Setting up your .BRAND requires foresight to find the most appropriate approach for your needs, assess the feasibility of the project and align all stakeholders with the process to maximize the chances of success. We inform you of the deadlines set by the ICANN to prepare your application on time and manage it until your .BRAND is activated. We provide you with all the building blocks that you need to build a solid, long-term .BRAND and help you to maintain it throughout its lifetime. »

*Arnaud Wittersheim, New gTLD and Compliance Project Manager at Nameshield*

## Customer reference

« Every day, our domain name management department tackles the challenges posed by the internet as it evolves. For this reason, Nameshield is our partner of choice. In addition to their quick response time and attentive customer service, we use Nameshield's expertise every day when it comes to intellectual property strategies. With its wide range of services and numerous resources, Nameshield meets our high standards. »

*Bertrand Realini BNP Paribas Group Naming & domain name manager Service Inames*

*BNP Paribas is the Registry of .BNPPARIBAS*