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Intellectual Property Alert: What Trademark Owners Need to Know About ICANN's New gTLD Program

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The New gTLD Program

The domain name system is about to undergo a significant change that will directly affect trademarks owners. On June 20, 2011, the Internet Corporation for Assigned Names and Numbers (ICANN), the nonprofit corporation that oversees the domain name system, approved its "New gTLD Program." The Program expands the number of "generic top-level domains" (gTLDs), the three or more letters that appear to the right of the last "dot" in a domain name.

Click below to learn more about the New gTLD Program.