
PREPARE FOR CHANGE

New Top Level Domains



What and when:

ICANN opens up for applications for new generic Top Level Domains. Hundreds of applicants are expected to apply when the first application round opens on January 12 2012.

Thomsen Trampedach is providing neutral and independent advice and consulting across the divide between the domain name industry and corporations managing domain name portfolios.

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We love a challenge

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Purpose

- Brand protection
- New web site structure – group.brand, service.brand, product.brand etc.
- E-mails under your own brand TLD
- Possible fan sites, partner sites, communities under your own brandTLD
- Secure environment and an individual policy
- Search engine optimization
- Independency of domain name registrars

Methodology

Thomsen Trampedach is offering project management and outsourcing of operation and support. Through our extensive network and years of experience we are able to guide our clients through the jungle of technical platforms, registrars, registries etc.

Our services include

- Market analysis
- Use of own brandTLD
- Cost/resource analysis
- Project management
- Policy writing
- Technical platform
- DNS infrastructure
- Validation of prior rights
- Writing application
- Outsourcing of operation and support

We enable you to exploit the potentials of your own TLD.

Thomsen Trampedach

Based in Zurich and Copenhagen, we have over 30 years of experience in the domain name industry. We work for IP law firms, large global registrars, and multinational brands across Europe, the US and China.

The uniqueness of Thomsen Trampedach is first of all our industry and cross-functional expertise. We implement effective domain name strategies and solutions that are aligned with our clients' general business and IP strategies.

We are agile and deliver high class out of the box domain name solutions.

For additional information visit our website: www.thomsentrampedach.com.