

.Brand Domains and ICANN's new window in 2026

On April 30, ICANN will open the **application period for the New Generic Top-Level Domain (gTLD) Program, which will remain open for 12 to 15 weeks**. This initiative will allow companies and organizations **to request their own personalized domain extension**, known as .Brand (.yourbrand), instead of relying on traditional domains such as .com.

More than a decade after the first major domain expansion, the digital ecosystem is once again opening up to new extensions. For many brands, this could mean a significant change in their digital strategy, marketing, and intangible asset protection.

What is a .Brand domain?

A .Brand domain is a **custom top-level domain that replicates the name of an entity**. Unlike traditional domains such as .com, .org, or .net, where any user can register available names, a .Brand **is managed exclusively by its owner**. This allows the entity to fully control all domains created under that extension, reinforcing the consistency and security of its online presence.

.Brand domains offer a number of benefits to their owners:

- **Exclusivity, control, and trust:** clients are more likely to interact, purchase, and return to legitimate websites.
- **Advanced cybersecurity:** eliminates the risk of registration by third parties and provides a higher level of security than traditional gTLDs.
- **Total control:** the entity with the .Brand domain becomes the operator of its own registry, giving it complete control over its domain space.

.Brand Domain: trademark evolution and protection

This new window represents an opportunity to secure a permanent digital asset that will strengthen security, reputation, and innovation.

Applying for a .Brand domain involves a complex technical and legal process, as well as a significant investment. However, for many companies, it can become a **strategic asset for managing their trademark in the digital environment.**

At **UNGRIA**, we offer comprehensive consulting to turn this opportunity into a real competitive advantage.

Do you want more information about .Brand domains or the next round of applications in 2026?

Please contact us and we will help you evaluate this opportunity for your company.

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