

CLIENT ALERT

Registration Deadline Looms for Companies Seeking New gTLDs

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Companies that are considering whether to apply for a new generic Top-Level Domain (TLD) should keep in mind that the filing window will close in less than six weeks. **March 29, 2012** is the last date for new users to register for the application process. This deadline is key as the Internet Corporation for Assigned Names and Numbers (ICANN)'s web-based TLD Application System (TAS) requires an applicant to first **register** prior to **applying** for a new TLD.

There still is time to prepare and submit a successful application but it is in the best interest of potential applicants to avoid waiting until the last minute to initiate an application, as it is important to have adequate time built into the process in the event that unanticipated obstacles arise. Please note these deadlines:

- **Registration Closes March 29th** -- The March 29 registration deadline is firm and necessary as adequate time is needed for various processing requirements both in TAS and in the automated clearing houses that enable international financial transactions.
- **Application Window Closes April 12th** -- This is the last day ICANN accepts applications, including all evaluation fees, for a new gTLD. ICANN will then shift its focus to processing and evaluating applications it has received.

ICANN began accepting applications for new generic TLDs on January 12, 2012. On February 13, 2012, ICANN announced that the number of successful registrants in the online TAS stood at 100. They further noted, however, that this number does not necessarily represent the total number of applications received, as each registrant can apply for up to 50 new generic TLDs.

Crowell & Moring is working with numerous clients to take advantage of the new TLD Program. Our lawyers have been intimately involved in ICANN's development of the new program in recent years. As a result of our experience, our team is able to act creatively and efficiently for clients interested in the new TLDs. Whether your company views the current application window as an urgent business opportunity or as a development that requires careful monitoring, we would be happy to speak with you about your plans, about working with the TAS, and about how best to meet the deadlines noted above.

If you are interested in learning more about the new TLD program, please consult our background paper, [New gTLDs: Answers to Key Questions](#), or please contact any one of the [members](#) of our TLD and Domain Name Practice Group.

For more information, please contact the professional(s) listed below, or your regular Crowell & Moring contact.

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