

Contents

Preface		ix
Acknowledgments		xxxi
Chapter One	The New Regime	1
	An Overview of the Business Community	
	Response to gTLDs	3
	Potential Benefits for an Organization	
	Applying for gTLDs	6
	Potential Risk if Applying for gTLDs	13
	The Business Model—How Can It Work?	15
	Chapter One Highlights	23
Chapter Two	The Brand Bubble	25
	The .com Phenomenon	26
	Protecting Trademark Owners	31
	There's No Need for It	34
	The Cost Is Just Too High	38
	It's Not Fair to Small Businesses	40

	What's the Value of Your .com Now?	42
	It's All About Execution	44
	Chapter Two Highlights	44
Chapter Three	Building Your Brand and Social Media	47
	The Emergence of Social Media and Online Communities	48
	Experience with Social Media Marketing	49
	What's Next?	51
	It Could Change Everything	54
	Chapter Three Highlights	60
Chapter Four	Defending Your Brand	63
	The New Domain Name Landscape	65
	The Slippery Slope	75
	Competitive Analysis	75
	The Best Defense Is a Good Offense	77
	Chapter Four Highlights	84
Chapter Five	Behind the Scenes	87
	How Internet Search Engines Work	88
	Web Crawling	88
	Meta Tags	91
	Building the Index	91
	The Next Generation of Search	92
	Chapter Five Highlights	97
Chapter Six	Forecasting the Future	99
	A History Lesson	100
	Interactive Initiatives and their Outcomes	107
	Overstock.com—o.co Rebranding	108
	Facebook Connect	109
	Chapter Six Highlights	111
Chapter Seven	Rewiring the Internet	115
	A Few Final Conclusions	115

Contents		vii
	Begin with the End in Mind	123
	A Few Key Predictions	128
	Chapter Seven Highlights and Concluding Trends	131
Appendix A	The History and Changing Landscape of the Top-Level Domain	135
	Committed Companies	135
	Other Major Companies	136
	Learning from gTLD History	190
	What Happened with .tv?	190
	The Future of .tv	194
	What's Different Now?	194
	What Will Happen Next?	195
Appendix B	Our Thought Leaders	197
	Josh Bourne	197
	Managing Partner, FairWinds Partners	197
	Sarah B. Deutsch	198
	Vice President and Associate General Counsel, Verizon Communication	198
	Claudio Di Gangi	199
	Manager, External Relations, Internet and the Judiciary, International Trademark Association	199
	Cynthia L. Gibson	199
	Executive Vice President, Legal Affairs, Scripps Networks Interactive Inc.	199
	J. Scott Evans	200
	Senior Legal Director, Head of Global Brand, Domains & Copyright, Yahoo!	200
	Nancy H. Lutz	201
	Partner, Kelley Drye & Warren, LLP	201
	Steven W. Miller	201
	Vice President and General Counsel, Intellectual Property, Procter & Gamble	201

Jeffrey J. Neuman	202
Vice President, Business Affairs, Enterprise Services, NeuStar, Inc.	202
Russell Pangborn	203
Associate General Counsel for Trademarks, Microsoft Corporation	203
Krista Papac	204
Chief Strategy Officer, ARI Registry Services	204
Katherine A. Ruwe	205
Senior Counsel, Global Litigation and Dispute Resolution, Procter & Gamble	205
Adam Scoville	206
Trademark and Brand Protection Counsel, RE/MAX, LLC	206
Ellen Shankman	206
Principal, Ellen B. Shankman and Associates	206
Yasmin R. Tavakoli	207
Associate, Kelley Drye & Warren, LLP	207
Fabricio Vayra	208
Trademark Attorney, Time Warner Inc.	208
Nick Wood	208
Managing Director, Com Laude	208
Works Cited	209
About the Authors	217
Index	219