



Let's find out...
how prepared you are
for this year's dotBrand
application.





How prepared are you for your 2026 dotBrand application?

Use our **checklist** to find out if your organisation is strategically, legally, operationally and financially ready to start your dotBrand application with ICANN in the 2026 window.



Work through these 8 key areas with your stakeholders

1. Are you strategically ready?

You understand that having .yourBrand top-level domain means privately owning your domain name (eg, home.barclays, skygroup.sky, global.toyota)

You can clearly articulate why it will benefit you (eg, you are regulated or an enterprise and this infrastructure will support governance, security, simplification and brand trust)

The initiative aligns with your longer-term digital, security, governance and brand strategies (3-10 year view)

You have identified at least 3 realistic internal use cases (eg, login, payments, customer portals, group-level content hub, internal services)

You have a strategy for your public-facing domains (.com, country and other top-level domains) to co-exist with your new private .yourBrand estate

If you've ticked fewer than 3 boxes: Strategy consideration and alignment is needed.

2. Are you aligned internally?

A senior executive sponsor has been identified (CIO, CISO, CTO, GC, or equivalent)

Legal, security, IT, brand, marketing and C-suite decision-makers have all been part of your internal .yourBrand adoption conversation

You have agreed that .yourBrand would be treated as critical infrastructure rather than a marketing asset

Internal decision-making authority and who ultimately signs off is clear

Red flag: If ownership sits purely with marketing, readiness is typically low.

3. Are you eligible from a brand and legal perspective?

Your organisation owns registered trademarks for the intended .yourBrand domain

Trademark ownership is clear, current and defensible

There are no known disputes or shared ownership issues relating to the brand name

Your organisation has no imminent plans to rebrand the relevant brand(s)

You understand that only the trademark holder can apply for the relevant dot Brand

If you've ticked fewer than 3 boxes: Trademark ownership or eligibility is unclear, so application readiness is low.



4. Have you defined the security risks?

You recognise phishing, impersonation and domain abuse as material risk

Domain names are considered part of your security perimeter

You have an appetite to use .yourBrand to reduce your attack surface, not increase it

You understand that all domains under .yourBrand can be locked, monitored and governed centrally

Strong readiness indicator: .yourBrand interest is being driven by your security and/or risk teams.

5. Are you operationally and governance ready?

You've been able to define who is allowed to create domains under .yourBrand

You are willing to enforce naming, usage and lifecycle policies

You recognise that existing domain sprawl or decentralised ownership is a problem

There is recognition that .yourBrand will simplify governance over time

If you've ticked fewer than 3 boxes: Internal alignment on all four points is recommended

6. Who will own registration and technical support?

You are not planning to manage .yourBrand registry infrastructure internally

You'd prefer to work with a specialist registry services provider (RSP)

Your internal IT teams are comfortable with .yourBrand being taken on as a managed service

DNS, SSL, and security services are already centralised or moving that way

Mostly ticks: Specialist registry skills can be handled by the right external partner.

7. Are you financially ready?

You understand there is a fixed application fee and annual registration fees to ICANN

You see the ongoing operational costs as infrastructure spend rather than marketing spend

You accept you need to have a multi-year perspective on return on investment (across risk reduction, infrastructure simplification and brand trust)

The cost of acquiring and managing .yourBrand is not being judged against the price of a single domain name

If you've ticked fewer than 3 boxes: Unclear budget ownership equals low financial readiness.

8. Are you clear on timings and commitment?

You are aware that the next ICANN application window is limited (15 weeks)

Your internal timelines allow for preparation ahead of the application window

You understand that missing the window means waiting many years

Your organisation is willing to complete a discovery exercise before committing

Strong readiness indicator: Investment and timelines are viewed in multi-year, infrastructure terms.



Scoring Guide

0–10 ticks: Early awareness stage: More learning is needed.

11–19 ticks: Emerging interest: We recommend a structured discovery session.

20–29 ticks: Strong candidate: We recommend a full readiness assessment.

30+ ticks: High readiness: You're ready to start your strategy planning and application.

What to do next

If you've ticked 15+ boxes, having a structured readiness conversation should be helpful to explore whether owning .yourBrand actually makes sense for your organisation.



We're a safe pair of hands

Our expertise, spanning over twenty-five years, is trusted by some of the world's most regulated brands, like **G4S**, **GSK** and **EY** (Ernst & Young), together with global enterprises like **Dell** and **Nvidia**.

We supported **William Hill** and other long-term major clients through the 2012 window. You can put your trust in our ISO and ICANN accreditations.

Let's talk about .yourBrand

Would you like to talk through the results of your checklist?

Or have one of our experienced team help you make a business case or walk you through the application process?

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 **Safenames**