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## Neustar and UrbanBrain Form Strategic Alliance

Oct 6, 2010

For the first time in history, the Internet Corporation for Assigned Names and Numbers (ICANN) is planning to allow companies to use their own brand or product names to the right of the dot in domain names (.companyname, .brand) rather than the more generic sounding extensions like .com, .net and .biz. Under the alliance, Neustar and UrbanBrain will provide brand owners with the expertise and support required to prepare and submit their applications to ICANN, and will provide all of the registry services necessary for brands to launch and operate their own Internet extensions.