

New gTLD Application Period Opens January 12th, Ready or Not

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Despite recent outcry by international **organizations**, those representing **brand owners**, and **members of Congress**, ICANN is set to launch the much-anticipated process to issue in the .anything world. ICANN will begin accepting applications for new generic top level domains (gTLDs) on Thursday, January 12th.

In advance of the launch, ICANN has set up **a new website** to provide applicants and the public at large information about the process. The site has a lot of resources worth reviewing, including a user demo and lots of **reference materials** for those of us who cannot read enough about the logistics of this new endeavor.

The initial application period opens today, January 12th, and will continue through April 12, 2012. During this phase, ICANN will accept applications from any established public or private organization that wishes to form and operate a new gTLD registry. On ICANN's new TAS (TLD Application System) portion of its website, applicants can register and apply online. Please note that, if you intend to apply for a new TLD, you must establish a user registration with ICANN by *March 29, 2012 -- two weeks before the application cutoff date of April 12, 2012*. To do so, please click [here](#).

For a complete timeline of the phases of the launch, please click [here](#) and [here](#).

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