



.INSURANCE: FIVE STEPS TO SUCCESS

1. **RIGHTS***: Sunrise (May 9) is when eligible members of the global insurance community that have registered their trademarks in ICANN's Trademark Clearinghouse (TMCH) may apply for an exact match of their mark. Be sure to check with the TMCH for the types of trademarks they accept [here](#). For organizations that have not registered their trademarks in the TMCH, domains can be registered during General Availability (June 15). To get the name you want, *it's important to check now*.
2. **RESOURCES**: Seek insight from across your organization's operations to help determine the best uses and functions for your new .INSURANCE domain name. Form a working group of representatives from IT, HR, legal and marketing to give you a broad sense of the needs and possibilities. It's also possible your organization uses a third-party to host your website or domain name system resolution services. If so, add that external resource to your project team, so all technical aspects are considered.
3. **RESEARCH**: Does your organization want one or several domain names? Many organizations will register terms related to their main brand trademark, but also for their products and services. Secure the domain names you want so they are available once you are ready to use them.
4. **REGISTRARS**: Due to the [Security Requirements](#) in .INSURANCE, including mandatory verification of eligibility, the .INSURANCE domain name must be registered with an fTLD-approved registrar and the current list is viewable [here](#). **Check back often** - Registrars are added to the list as they are approved to support .INSURANCE.
5. **READINESS**: Once you have made the decision to register one or more .INSURANCE domain names, your team will need to consider how it/they will be deployed. How to take advantage of the benefits of .INSURANCE is up to you. While some organizations will transition some or all of their consumer-facing online presence to .INSURANCE to maximize the value of participation, others will use the new address as a channel to communicate with customers, or simply enhance their online brand. Finally, consult the fTLD website [here](#) for updates on .INSURANCE registration, registrars and additional information on policies and requirements.

*If you are unsure of when you may register, please see the timeline [here](#).