

Name: _____

Date: _____

Score: _____

Artificial Intelligence (AI) Domains & Premium .AI Valuation

.ai country code TLD, AI tech domain branding, valuations, and portfolio management

DOMAIN BROKER LEARNING OVERVIEW

INVESTOR

STUDENT STATUS

Corporate Branding Track

SECURED

DOMAIN ASSETS

High-Value Asset Transfer

100%

ESCROW SAFETY

Confidential Buyer Protection

Welcome! This activity packet guides you through the fundamental principles of Domain Brokerage & Corporate Asset Acquisition. You will explore how stealth procurement protects buyer capital, how domain valuations operate, and how to secure high-value domain transfers.

WORKSHEET CHECKPOINTS

- ☐ **Part 1-4:** Master domain valuation and brokerage.
- ☐ **Part 5-7:** Solve crossword & word search puzzles.
- ☐ **Part 8-9:** Solve case studies & cipher challenge.
- ☐ **Part 10:** Review basic & advanced FAQ pages.
- ☐ **Part 11:** Explore 10 interesting real-world facts.

[Open the VPN.com Domain Broker Guide](https://www.vpn.com/domain-broker/artificial-intelligence-domains/)

URL: <https://www.vpn.com/domain-broker/artificial-intelligence-domains/>

Your Domain Brokerage Learning Roadmap

- Analyze market demand and valuation metrics for premium .AI country-code TLDs.
- Navigate Anguilla registry rules, two-year minimum registration terms, and renewal cycles.
- Evaluate branding strategies for AI technology startups and enterprise software platforms.
- Structure escrow transfers and registry auth-code authorization for .AI domain assets.
- Protect corporate IP and prevent speculative domain squatting in AI sectors.

DOMAIN BROKERAGE GUIDE INSTRUCTIONS

Answer the multiple choice and true/false questions, complete the fill-in-the-blank sentences using the word bank, match definitions, and solve the crossword and word search puzzles. Apply your knowledge to real-world domain acquisition scenarios in the case study section.

WHAT IS DOMAIN BROKERAGE? (INTRODUCTION)

Domain brokerage involves confidential negotiation, valuation, and licensed escrow transfer of high-value web addresses. Professional domain brokers represent corporate buyers and sellers to secure valuable digital real estate assets, safeguard purchasing power, and verify unencumbered chain of title.

READ EACH CHECKPOINT CAREFULLY AND SELECT OR WRITE THE CORRECT RESPONSE.

Checkpoint 1: Multiple Choice Challenge

1 What is the official country-code top-level domain (ccTLD) used by AI startups?

- ☐ A. .io for Input Output
- ☐ B. .ai for Anguilla
- ☐ C. .tech for Technology
- ☐ D. .com for Commercial

2 Why have .ai domain registrations exploded in commercial value?

- ☐ A. Registrars mandate 10-year renewal minimums
- ☐ B. AI companies adopt .ai as an industry category standard
- ☐ C. ICANN discontinued all legacy .com domain extensions
- ☐ D. Search engines give double ranking bonuses to .ai URLs

3 What renewal cycle is required for .ai domain registrations by Anguilla?

- ☐ A. Annual 1-year renewals only
- ☐ B. Minimum 2-year registration and renewal blocks
- ☐ C. Lifetime permanent non-expiring grants
- ☐ D. Monthly auto-billing cycles

4 What factor contributes most to a high valuation for an AI domain?

- ☐ A. Inclusion of hyphenated numbers
- ☐ B. Short single-word tech terms and category relevance
- ☐ C. Multi-word phrases with extra subdomains
- ☐ D. Registration on low-cost discount web hosts

5 How do tech companies protect their brand in the AI ecosystem?

- ☐ A. Acquiring exact-match .ai extensions and defensive variants
- ☐ B. Disabling DNS resolution on public web servers
- ☐ C. Filing global patent claims on all top-level domain roots
- ☐ D. Restricting website access to local intranet networks

Checkpoint 2: True or False Challenge

6 Question 6

The .ai top-level domain is officially designated as the ccTLD for Anguilla.

☐ True ☐ False

7 Question 7

Owning a single-word .ai domain replaces the need for corporate trademark filings.

☐ True ☐ False

8 Question 8

The .ai domain registry enforces a mandatory minimum registration period of two years.

☐ True ☐ False

9 Question 9

Category-defining .ai domains command seven-figure sales values in private markets.

☐ True ☐ False

10 Question 10

Newly transferred .ai domains can be re-transferred immediately without 60-day locks.

☐ True ☐ False

Checkpoint 3: Key Term Insertion

Read each sentence below and fill in the blank with the correct term from the Word Bank.

1. The _____ is globally recognized as the premiere domain extension for artificial intelligence.
2. The Government of _____ oversees the technical and administrative registry for .ai domains.
3. A generic _____ defines an entire software sector (e.g., Agents.ai).
4. Modern software _____ heavily utilizes short, high-authority TLD extensions.
5. The .ai registry enforces a _____ registration and renewal term.
6. Data-driven domain _____ assesses search volume, word length, and market demand.

VOCABULARY WORD BANK

.AI CCTLD
TWO YEAR MINIMUM

ANGUILLA
VALUATION

CATEGORY DOMAIN
REGISTRY

TECH BRANDING
PORTFOLIO

Write your answers here:

- | | | | |
|----|----------------------|----|----------------------|
| 1. | <input type="text"/> | 2. | <input type="text"/> |
| 3. | <input type="text"/> | 4. | <input type="text"/> |
| 5. | <input type="text"/> | 6. | <input type="text"/> |

Checkpoint 4: Domain Concept Match

DEFINITION MATCHING

Match each vocabulary term on the left with its correct definition on the right by writing the corresponding letter (A-H) in the fillable input box.

1. .AI Extension

A

Global domain standard for machine learning and artificial intelligence enterprises.

2. Anguilla Registry

B

Official registry authority managing .ai top-level domain allocations.

3. Category Domain

C

Generic keyword domain defining an industry category (e.g., Data.ai).

4. Defensive Registration

D

Acquiring brand domain variants to prevent unauthorized competitor use.

5. 2-Year Term

E

Mandatory registration period enforced by the .ai registry system.

6. Premium Appraisal

F

Expert valuation evaluating commercial search traffic and brand authority.

7. EPP Transfer Lock

G

Security period preventing unauthorized domain movement post-registration.

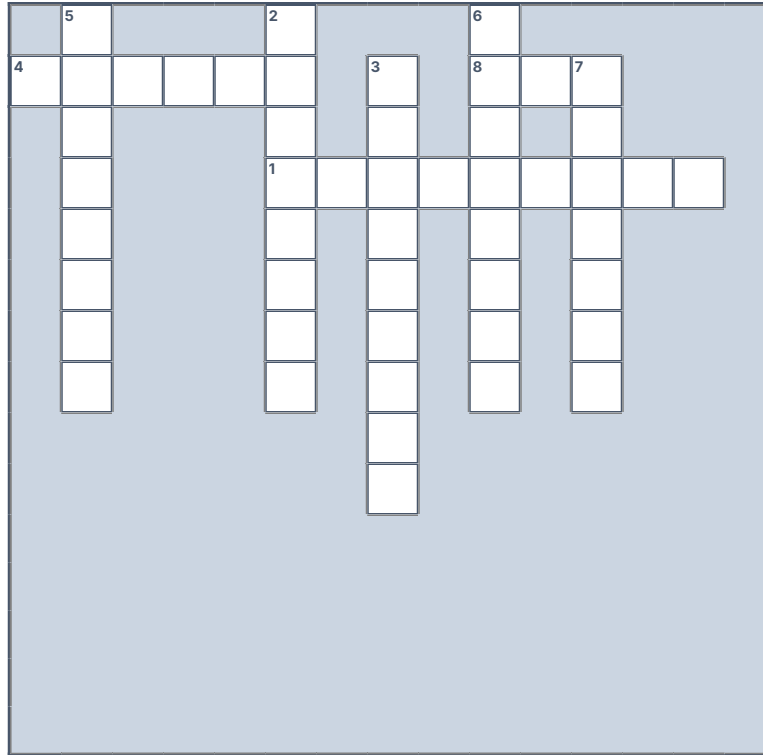
8. Domain Portfolio

H

Strategic collection of digital brand assets managed by an enterprise.

Checkpoint 5: Crossword Puzzle

Solve the crossword puzzle by typing letters into the active white boxes. The numbers correspond to the clues below.



ACROSS

1. Process of wrapping data packets inside other packets (9)
4. Remote server that routes traffic and hides your IP (6)
8. Internet Service Provider, logs traffic unless encrypted (3)

DOWN

2. Rules determining how data is sent and encrypted (8)
3. Rate of data transfer across a path (9)
5. Blocking site access based on location (8)
6. Security system that monitors and blocks traffic (8)
7. State of being free from tracking or surveillance (7)

Checkpoint 5 Alternative: Accessible Crossword Clues

Screen-reader and keyboard users can type the crossword answers directly in the text fields below.

ACROSS CLUES

1 Across: Core technology sector driving global .ai domain demand (10 letters):

4 Across: Market appraisal determining fair price for premium .ai domains (9 letters):

8 Across: Financial escrow platform securing high-value .ai domain sales (6 letters):

DOWN CLUES

2 Down: Caribbean territory managing the official .ai domain registry (8 letters):

3 Down: Generic keyword domain defining an industry sector (8 letters):

5 Down: Corporate brand identity pivot to modern .ai extension (7 letters):

6 Down: Collection of domain names owned by an enterprise (9 letters):

7 Down: New technology venture adopting .ai domain branding (7 letters):

Checkpoint 6: Hidden Word Search

Find the 8 key vocabulary terms hidden in the grid below. Words can be horizontal, vertical, or diagonal.

P	T	Q	D	R	E	B	R	A	N	D	I	N	G	K
A	G	C	Q	A	E	Z	W	C	P	F	R	Z	L	N
F	R	X	D	R	T	W	C	M	M	W	R	K	W	C
Z	E	T	C	U	L	A	O	X	X	C	K	Y	K	A
I	H	E	I	X	Q	V	N	S	W	G	D	H	D	T
S	P	V	A	F	H	K	O	G	V	G	E	J	T	E
W	O	A	A	I	I	A	K	M	U	X	N	L	F	G
Q	R	L	I	P	A	C	E	X	P	I	U	K	S	O
T	T	U	U	D	J	L	I	E	H	G	L	X	G	R
B	F	A	W	S	N	P	S	A	W	X	P	L	V	Y
J	O	T	C	X	O	P	K	E	L	Y	B	F	A	D
V	L	I	V	A	C	N	Q	F	X	J	K	T	L	I
Y	I	O	I	H	F	T	X	A	I	W	A	A	H	Y
D	O	N	U	Y	S	T	A	R	T	U	P	S	D	Y
A	W	S	C	S	K	L	I	E	S	C	R	O	W	C

VOCABULARY WORD LIST

ARTIFICIAL
REBRANDING

ANGUILLA
PORTFOLIO

CATEGORY
STARTUPS

VALUATION
ESCROW

Checkpoint 6 Alternative: Accessible Vocabulary Matching

Match each of the 8 vocabulary terms from the Word Search to its correct definition by writing the letter (A-H) in the blank space.

VOCABULARY TERMS

- A. ARTIFICIAL
- B. ANGUILLA
- C. CATEGORY
- D. VALUATION
- E. REBRANDING
- F. PORTFOLIO
- G. STARTUPS
- H. ESCROW

DEFINITIONS & MATCH FIELDS

- ☐ 1. Confidential negotiation and acquisition service for domain names. (A)
- ☐ 2. Secured third-party account holding funds during domain transfer. (B)
- ☐ 3. Professional appraisal determining market value of digital assets. (C)
- ☐ 4. Strategy concealing buyer identity to prevent price inflation. (D)
- ☐ 5. Authorization code generated by registrars to validate domain transfer. (E)
- ☐ 6. ICANN-accredited entity managing domain registration records. (F)
- ☐ 7. Short, high-demand generic .com web addresses carrying major brand equity. (G)
- ☐ 8. Formal request to procure a domain owned by another entity. (H)

Checkpoint 7: Scrambled Word Challenge

Unscramble the letters below to reveal key domain brokerage concepts and terms. Write your answers in the input boxes provided.

1. R T P S A U S T

5. T F R M A O P L

2. U I L A G L A N

6. O V T E N A I N

3. E G R Y T O C A

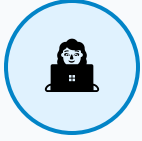
7. A H I C E M N

4. U I O A N L T V

8. O T H R M G I A

Checkpoint 8: Domain Brokerage Case Studies

Apply the concepts you have learned to solve the real-world scenarios below.



CASE STUDY 1: VALUING A SINGLE-WORD .AI ASSET

Scenario: An AI robotics startup wants to acquire Agents.ai from a private domain investor asking \$400,000.

Discussion Question: How does a domain broker validate the valuation and negotiate a fair acquisition price?



CASE STUDY 2: DEFENSIVE BRAND PROTECTION IN .AI

Scenario: An established tech enterprise owns Brand.com but discovers a competitor launched Brand.ai to capture AI search traffic.

Discussion Question: What proactive domain management strategy prevents competitor infringement in new TLD extensions?

Final Challenge: Decrypting the Cipher

A domain broker protects client capital during stealth acquisitions. Use the Letter-to-Number key below to decrypt the cybersecurity message by writing the matching letters in the blank spaces.

LETTER-TO-NUMBER ENCRYPTION KEY

A=1	B=2	C=3	D=4	E=5	F=6	G=7	H=8	I=9	J=10	K=11	L=12	M=13
N=14	O=15	P=16	Q=17	R=18	S=19	T=20	U=21	V=22	W=23	X=24	Y=25	Z=26

22	1	12	21	1	20	5	25	15	21	18		

2	18	1	14	4	1	9	23	9	20	8	1	

13	15	4	5	18	14	5	14	7	9	14	5	

Decoded cybersecurity message:

TIP: EACH NUMBER REPRESENTS THE POSITION OF THAT LETTER IN THE ALPHABET (E.G. 1 = A, 2 = B, 26 = Z).

Checkpoint 10: Basic Domain Brokerage FAQs (Part A)

Review the most common questions and answers regarding domain brokerage and stealth acquisitions.

Q1: Why are .AI domains so popular for artificial intelligence startups?

.AI is the official country-code TLD for Anguilla, but it has become the global gold standard branding extension for AI technology companies.

Q2: What country does the .AI domain extension belong to?

.AI is assigned to Anguilla, a British Overseas Territory, but it is managed as an open unrestricted TLD for global registrants.

Q3: Can anyone register a .AI domain name?

Yes. Anyone worldwide can register or buy a .AI domain without local presence or residency requirements.

Q4: What is the minimum registration term for a .AI domain?

.AI domains require a minimum 2-year registration and renewal period set by the Anguilla registry.

Q5: How much do premium .AI domains sell for in secondary brokerage markets?

Single-word .AI domains sell from \$50,000 to over \$1 Million based on commercial AI utility and search volume.

Checkpoint 10: Basic Domain Brokerage FAQs (Part B)

Review the most common questions and answers regarding domain brokerage and stealth acquisitions.

Q6: How does a domain broker negotiate .AI domain purchases?

Brokers evaluate secondary sales comps, verify registry ownership, and conduct confidential negotiations with .AI portfolio holders.

Q7: Are .AI domains safe for commercial search engine optimization (SEO)?

Yes. Google treats .AI as a generic country-code TLD (gTLD), ranking it identically to .COM for global search queries.

Q8: What is the difference between .AI and .COM for tech branding?

.COM offers universal global recognition, while .AI instantly signals specialized artificial intelligence expertise to tech investors.

Q9: How do I transfer a .AI domain between registrars?

Transfers require an EPP auth code from the current registry/registrar and take 3 to 5 days to process through the .AI registry.

Q10: What escrow platforms support .AI domain transactions?

Major licensed escrow platforms like Escrow.com fully support .AI domain asset transfers and currency holding.

Checkpoint 11: Advanced Domain Valuation FAQs (Part A)

Explore commercial and valuation aspects of premium domain transfers and lease-to-own financing.

Q1: How does the Anguilla registry manage .AI WHOIS data and auth-code generation?

The .AI registry maintains a centralized database; auth codes are generated directly through accredited registrars interfacing with registry APIs.

Q2: What is the impact of two-year renewal cycles on corporate portfolio maintenance?

Enterprise IT departments must schedule bi-annual renewal calendar locks to prevent accidental expiration during registry billing cycles.

Q3: How do brokers appraise category-defining single-word .AI assets vs 2-word combinations?

Single-word dictionary terms (e.g. Agents.ai, Data.ai) command 10x higher valuations due to extreme category authority and investor liquid market demand.

Q4: How can enterprise tech companies protect their brand trademarks across .COM and .AI?

Companies defensively acquire matching .AI assets alongside their primary .COM domains to prevent competitor brand hijacking.

Q5: What are the risks of registry-level suspension during policy changes in ccTLDs?

ccTLDs operate under national jurisdiction; brokers verify registry terms to ensure corporate domain assets maintain unencumbered ownership rights.

Checkpoint 11: Advanced Domain Valuation FAQs (Part B)

Explore commercial and valuation aspects of premium domain transfers and lease-to-own financing.

Q6: How are lease-to-own arrangements structured for \$100k+ .AI domain acquisitions?

Buyers pay monthly escrow installments while using custom nameservers, receiving full registry auth-code transfer upon final payment.

Q7: What is the role of EPP transfer statuses in securing .AI assets?

Applying `clientTransferProhibited` and `clientDeleteProhibited` prevents unauthorized registry modifications or domain hijacking attempts.

Q8: How do brokers handle tax withholding and country-code fees during international sales?

Escrow closing accounts automatically process registry fees and comply with international cross-border tax withholding rules.

Q9: What strategies prevent domain squatters from registering .AI variations of software names?

Proactive brand monitoring, trademark registration in ICANN Trademark Clearinghouse (TMCH), and strategic defensive registrations.

Q10: What technical audit steps verify DNSSEC implementation on high-traffic .AI domains?

Brokers verify DS records at the registry level and validate cryptographic signatures to prevent DNS spoofing on enterprise .AI domains.

Part 11: 10 Real-World Domain Brokerage Facts & Insights

Review these highly valuable, real-world facts regarding domain valuation, stealth acquisition, and escrow security.

1. DOMAIN INSIGHT

The .ai domain extension is the country-code top-level domain (ccTLD) for Anguilla.

2. DOMAIN INSIGHT

Major AI technology enterprises utilize .ai domains for primary product branding.

3. DOMAIN INSIGHT

The .ai registry mandates a minimum 2-year registration and renewal block.

4. DOMAIN INSIGHT

Category-defining 1-word .ai domains have achieved multi-million dollar private sale valuations.

5. DOMAIN INSIGHT

Defensive .ai domain registrations protect established brand trademarks from competitor confusion.

6. DOMAIN INSIGHT

Escrow services secure both buyer funds and seller domain transfer execution in .ai deals.

7. DOMAIN INSIGHT

EPP authorization passcodes are required to approve registrar transfers for .ai domains.

8. DOMAIN INSIGHT

Search engines treat .ai domains as generic top-level domains (gTLDs) for global search indexing.

9. DOMAIN INSIGHT

Domain brokers specialize in negotiating confidential stealth acquisitions for .ai brand assets.

10. DOMAIN INSIGHT

Historical WHOIS audits verify clear chain of title before completing high-value .ai domain purchases.

Technical References & Sources

The study guide and interactive puzzles are compiled from global ICANN, WIPO UDRP, and licensed domain escrow standards.

SCHOLARLY & INDUSTRY REFERENCES

- [1] ICANN. (2024). Policy on Transfer of Registrations Between Registrars. Retrieved from <https://www.icann.org/resources/pages/transfer-policy-2016-06-01-en>
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- [3] WIPO. (2025). Guide to the Uniform Domain Name Dispute Resolution Policy (UDRP). Retrieved from <https://www.wipo.int/portal/en/index.html>
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Answer Key: Checkpoint 1 - Multiple Choice

1 Brokerage Function

BROKERAGE

Correct Answer: B

TEACHING NOTE

Domain brokers act as confidential negotiators representing buyers and sellers to reach fair market transactions.

Citation: ICANN Transfer Policy [Ref 1].

2 Stealth Strategy

STEALTH

Correct Answer: B

TEACHING NOTE

Stealth acquisition conceals corporate buyer identity to prevent sellers from inflating asking prices.

Citation: Escrow.com Protocol [Ref 7].

3 Escrow Protection

ESCROW

Correct Answer: B

TEACHING NOTE

Licensed third-party escrow holds funds safely until ownership transfer verification is complete.

Citation: Escrow.com Protocol [Ref 7].

4 Domain Appraisal

VALUATION

Correct Answer: B

TEACHING NOTE

Short 2-letter and 1-word .com domains carry extreme global brand scarcity and liquidity.

Citation: WIPO UDRP Guide [Ref 3].

5 Dispute Resolution

UDRP POLICY

Correct Answer: A

TEACHING NOTE

ICANN's Uniform Domain-Name Dispute-Resolution Policy (UDRP) governs administrative trademark disputes.

Citation: WIPO Dispute Rules [Ref 2].

Answer Key: Checkpoint 2 - True or False

6 Confidential NDAs

NDAS

Correct Answer: True

TEACHING NOTE

Professional domain brokers operate under non-disclosure agreements to protect buyer corporate strategy.

Citation: CIS Controls [Ref 8].

7 Escrow Delivery

ESCROW

Correct Answer: False

TEACHING NOTE

Escrow holding accounts disburse funds only after full domain ownership transfer is verified by the buyer.

Citation: Escrow.com Protocol [Ref 7].

8 Digital Real Estate

ASSETS

Correct Answer: True

TEACHING NOTE

Short 2-letter and 3-letter .com domains function as high-value, liquid digital property assets.

Citation: NIST Guidelines [Ref 9].

9 Stealth Negotiation

STRATEGY

Correct Answer: True

TEACHING NOTE

Direct corporate buyer outreach often causes sellers to inflate asking prices significantly.

Citation: WIPO UDRP Guide [Ref 3].

10 EPP Authorization

EPP CODE

Correct Answer: False

TEACHING NOTE

EPP codes are unique security passcodes generated by registrars to authorize domain transfers.

Citation: IETF RFC 5730 [Ref 4].

Vocabulary Keys & Grading Rubric

Instructor Grading Rubric: Award 1 point for each correct matching (8 points total) and context term (6 points total).

CHECKPOINT 4: CONCEPT MATCH KEY

B 1. Tunneling

C 2. Protocol

H 3. Bandwidth

D 4. Server

E 5. Geoblock

F 6. Firewall

G 7. Privacy

A 8. ISP

1 TUNNELING

2 BANDWIDTH

3 GEOBLOCK

4 PROTOCOL

5 FIREWALL

6 SERVER

DISCUSSION NOTES FOR INSTRUCTORS

Valuation Accuracy:

Verify that students understand how domain length, extension (.com, .ai), and commercial search volume drive appraisal pricing.

Escrow Security:

Emphasize that funds are held in licensed third-party holding accounts prior to domain WHOIS transfer verification.

Stealth Representation:

Highlight the role of NDAs and third-party representation in preventing speculative price gouging during corporate procurement.

Puzzles Keys & Instructor Notes

WORD SEARCH SOLUTION

P	T	Q	D	R	E	B	R	A	N	D	I	N	G	K
A	G	C	Q	A	E	Z	W	C	P	F	R	Z	L	N
F	R	X	D	R	T	W	C	M	M	W	R	K	W	C
Z	E	T	C	U	L	A	O	X	X	C	K	Y	K	A
I	H	E	I	X	Q	V	N	S	W	G	D	H	D	T
S	P	V	A	F	H	K	O	G	V	G	E	J	T	E
W	O	A	A	I	I	A	K	M	U	X	N	L	F	G
Q	R	L	I	P	A	C	E	X	P	I	U	K	S	O
T	T	U	U	D	J	L	I	E	H	G	L	X	G	R
B	F	A	W	S	N	P	S	A	W	X	P	L	V	Y
J	O	T	C	X	O	P	K	E	L	Y	B	F	A	D
V	L	I	V	A	C	N	Q	F	X	J	K	T	L	I
Y	I	O	I	H	F	T	X	A	I	W	A	A	H	Y
D	O	N	U	Y	S	T	A	R	T	U	P	S	D	Y
A	W	S	C	S	K	L	I	E	S	C	R	O	W	C

CROSSWORD SOLUTION

		5	G					2	P				6	F			
4	S	E	R	V	E		R			3	B		8	I	S	7	P
		O					O				A			R		R	
		B						1	T	U	N	N	E	L	I	N	G
		L					O				D			W		V	
		O					C				W			A		A	
		C					O				I			L		C	
		K					L				D			L		Y	
											T						
											H						

INSTRUCTOR GUIDE FOR CROSSWORD SOLUTIONS

ACROSS CLUES

- 1 Across:** **TUNNELING** Process of wrapping data packets. (3, 5)
- 4 Across:** **SERVER** Remote computer routing traffic. (1, 0)
- 8 Across:** **ISP** Internet Service Provider. (1, 9)

DOWN CLUES

- 2 Down:** **PROTOCOL** Rules determining data transmission. (0, 5)
- 3 Down:** **BANDWIDTH** Rate of data transfer. (1, 7)
- 5 Down:** **GEOBLOCK** Location website restriction. (0, 1)
- 6 Down:** **FIREWALL** Security monitor barrier. (0, 9)
- 7 Down:** **PRIVACY** State of freedom from tracking. (1, 11)

Scrambled Words & Cipher Solution Key

Grading key for the vocabulary word unscramble activity and Secret Cipher Challenge.

WORD UNSCRAMBLE KEY

1. R T P S A U S T

STARTUPS

5. T F R M A O P L

PLATFORM

2. U I L A G L A N

ANGUILLA

6. O V T E N A I N

INNOVATE

3. E G R Y T O C A

CATEGORY

7. A H I C E M N

MACHINE

4. U I O A N L T V A

VALUATION

8. O T H R M G I A I

ALGORITHM

SECRET CIPHER CHALLENGE KEY

"VALUE YOUR BRANDAI WITH A MODERN ENGINE"

Domain Brokerage Case Studies Solution Key

A Case Study 1: Valuing a Single-Word .AI Asset

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** An AI robotics startup wants to acquire Agents.ai from a private domain investor asking \$400,000.
- **Recommended Strategy & Solution:** The broker analyzes recent comparable sales of single-word .ai domains, commercial search volume, and market liquidity. By demonstrating objective valuation data and structuring escrow payment terms, the broker secures the asset at a realistic market rate.

B Case Study 2: Defensive Brand Protection in .AI

[Instructor Solution](#)

GRADING GUIDELINE

Student answers should cover the following points:

- **Scenario Analysis:** An established tech enterprise owns Brand.com but discovers a competitor launched Brand.ai to capture AI search traffic.
- **Recommended Strategy & Solution:** Corporations must deploy defensive domain portfolio management, registering or acquiring key brand names across primary tech extensions (.ai, .io, .com) prior to launching major product lines.