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### **Written Exercise – Chapter 2**

In about 100 words, explain how top-level Web domain names are proposed and approved.

Top-Level Web Domain names are the section of a web URL that is the farthest right end after the last period. Generally, we see these domains such as “.com”, “.org”, “.gov”, and “.edu”. These domains are chosen based on the brand or company that is requesting an address. These standards are based off educational excellence within a topic, the knowledge of the company, as well as the purpose of the organization or where they come from. The organization that aids in choosing what these companies’ domains are is called the Internet Corporation for Assigned Names and Numbers also known as ICANN. Businesses or companies can request any domain that they seek fit nowadays as well, however ICANN rules and regulations still apply.

Schneider, G. (2015). In *Electronic Commerce* (pp. 76–76). Cengage Learning. Retrieved February 15, 2025.