

# DOMAIN NAMESPACE AUDIT

## The·Team

formerly Wasserman · rebrand announced March 10, 2026

March 2026

PREPARED BY

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This report has been prepared as a demonstration namespace audit. All data is drawn from publicly available sources including WHOIS records, company announcements, and press coverage.

# EXECUTIVE SUMMARY

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On January 30, 2026, the U.S. Department of Justice released a batch of Epstein files that included intimate emails between Wasserman founder and CEO Casey Wasserman and Ghislaine Maxwell. Within days, talent clients began departing - Chappell Roan, Orville Peck, Odesza, Weyes Blood, Local Natives, Abby Wambach among them. On February 13, Wasserman announced he was stepping down and beginning the process of selling the company. By February 23, the agency had aligned internally on a rebrand. Around three weeks later, the name Wasserman was gone.

The new name is The·Team. The new domain is the.team. The exact brand match domain – theteam.com – belongs to George Johanson, a Coldwell Banker real estate agent operating in Red Deer County, Alberta. His LinkedIn banner reads: www.TheTeam.com. It is his business identity. The WHOIS history shows two registrar transfers in six months through 2025–2026 – Network Solutions to Namespro to Promo People Inc. – all Canadian, consistent with consolidating to cheaper domestic registrars. The domain is renewed to August 2035. The live page is a HostPapa default welcome screen, but the brand is actively displayed on George Johanson’s professional profile. No acquisition conversation is in evidence though there are signs that the domain may be moving.

The agency serves American Express, AT&T, and Microsoft. It is managing six FIFA World Cup sponsors. It is preparing for the 2028 LA Olympics. The speed was real and necessary - no one disputes that. A tarnished founder’s name on the door is an emergency, not a preference. But moving fast should not mean moving cheap, especially given the situation.

In a crisis rebrand under intense media scrutiny, “The Team acquires theteam.com” is its own news cycle. It signals: we are serious, we are committing to this name, we are not cutting corners on the rebuild. Companies have turned domain acquisitions into deliberate PR, a visible proof of intent that reinforces the rebrand narrative rather than just accompanying it. When Facebook moved to fb.com, when Discord migrated from discordapp.com to discord.com, when Tesla moved from TeslaMotors.com to Tesla.com, when Carta shed eShares.com, the domain was evidence. There is no evidence here. There is the.team, a non-standard TLD that raises the question the rebrand most needed not to raise: is this finished?

<b>New brand name</b>	The·Team (stylized with middle dot, for whoever finds it on their keyboard) - rebrand live March 10, 2026
<b>New domain</b>	the.team - non-standard new gTLD; does not visually present as a standard web address
<b>theteam.com</b>	George Johanson, Coldwell Banker OnTrack Realty, Red Deer County, Alberta. LinkedIn banner: www.TheTeam.com. Active email: george@theteam.com (used in a LinkedIn post two days ago; switched to Gmail the following day). Domain renewed to August 2035. WHOIS updated March 12, 2026. Looks like something moved on this domain this week.
<b>Agency's stated position</b>	EVP Creative Alan Palmer, SBJ Marketing (March 11, 2026): "the opportunity to own the domain [The Team, where the agency now owns dozens of registrations, perhaps more] was a strategic plus."
<b>The gap</b>	Palmer's "dozens of registrations" are .team TLD variants. theteam.com - the address any client, journalist, or potential partner would try first - is not among them.

# 1. CURRENT DOMAIN INVENTORY

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Based on publicly available WHOIS records and company announcements as of March 2026.

Domain	Status	Owner	Notes
<b>the.team</b>	<b>Active - primary</b>	The·Team (agency)	Current primary domain. New gTLD (.team extension). Does not display as a standard URL to most audiences. Instagram URL shows “the.team and 1 more.” Agency claims dozens of .team registrations.
<b>theteam.com</b>	<b>Not owned</b>	Private holder (Canada)	Registered June 12, 1996. LinkedIn banner confirms active use: www.TheTeam.com is his real estate brand identity. Two registrar transfers in 2025–2026, all Canadian. Live page is HostPapa default – website inactive. Expires August 2035. clientTransferProhibited
<b>wasserman.com</b>	<b>Former primary</b>	The·Team (agency)	Redirects to the.team as of March 10, 2026. Retained - good call. Outbound links, press archives, and client bookmarks continue to resolve.


<b>theteam.net</b>	<b>For sale</b>	Third-party marketplace	Listed on Atom.com at USD \$2,499 (or \$207/month installment). Not owned by the agency. A \$2,499 domain is sitting on a public marketplace while the agency operates on the.team
<b>theteam.co</b>	<b>For sale</b>	GoDaddy (premium listing)	Listed as a premium domain on GoDaddy - price on request within 24 hours. Not owned by the agency.
<b>theteam.org</b>	<b>Active - nonprofit</b>	The Team (nonprofit org)	Active nonprofit creating programming for civic engagement and voter participation in college athletics. Operates in the same sports sector as the agency. Not acquirable.

## 2. RISK ANALYSIS – FOUR ISSUES

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The rebrand solved the name problem. These four issues remain unsolved.

### **Risk 1: the.team Is Not What Most People Understand as a Domain**

	<p><b>A .team TLD does not look like a web address to a non-technical audience.</b></p> <p><b>The agency’s Instagram profile URL reads: “the.team and 1 more.” Clients, journalists, and incoming talent will type theteam.com. They will reach a Canadian real estate agent’s parked domain. There is no redirect. There is no active website. There is a HostPapa default welcome page.</b></p>
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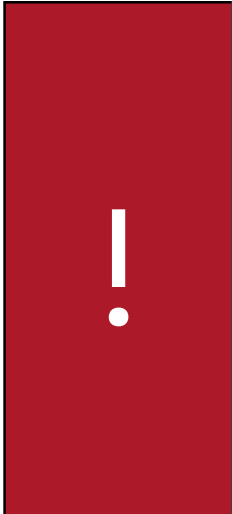
New gTLD extensions like .team, .agency, .sport exist and function as valid web addresses. The technical functionality is not the issue. The perceptual issue is: a URL like the.team does not immediately register as a website address to the audience this agency serves. Partners at American Express. Procurement leads at AT&T. FIFA officials. The 2028 Olympics committee. These are people operating in institutional environments where .com is the default assumption, and anything else requires a moment of “wait, is that right?” That moment of friction is small but in a reputational recovery context, small frictions compound.

There is also a missed opportunity in the other direction. Domain acquisitions generate press. A sports and entertainment agency with the relationships, the resources, and the PR machine to run a FIFA World Cup sponsor programme could have made “The Team secures theteam.com” a story - one more signal in the rebrand narrative that this is a real commitment, a statement - not a crisis workaround. They chose not to make it.

The middle dot in The·Team is a stylistic choice that adds further ambiguity. Is the URL the.team or the·team? The dot is both punctuation and TLD separator and neither at the same time. That is a legibility problem for a brand trying to establish immediate clarity in a crisis window.

EVP Creative Alan Palmer told Sports Business Journal that “the opportunity to own the domain [The Team, where the agency now owns dozens of registrations, perhaps more] was a strategic plus.” The framing is telling. The agency does not own “the domain” in any conventional sense of that phrase. It owns dozens of registrations in a non-standard extension. The .com - the domain - belongs to someone else. Calling this a strategic plus is the kind of reframing that works internally under crisis pressure and does not survive scrutiny from the outside.

## **Risk 2: theteam.com Is Held by a Private Party and Is Parked**



**theteam.com belongs to George Johanson, Coldwell Banker OnTrack Realty, Red Deer County, Alberta. His LinkedIn banner displays [www.TheTeam.com](http://www.TheTeam.com) as his business URL.**

**It is a working real estate agent’s active brand identity – displayed on his professional profile, renewed to 2035, and pointing to HostPapa hosting where a website is presumably in progress.**

The WHOIS history resolves as follows. From at least October 2016 through early 2025, theteam.com was held under Perfect Privacy LLC (Network Solutions’ privacy service) with nameservers pointing to redmantech.ca, a Canadian web company. In March 2025, nameservers shifted to Comodo DNS. In July 2025, a registrar transfer to Namespro Solutions briefly dropped the privacy mask – and the registrant appeared as George Johanson, five domains, Canadian address.

In January 2026, the domain moved again to Promo People Inc. (another Canadian registrar), privacy was re-applied, nameservers switched to HostPapa, and clientUpdateProhibited was added. The expiry date – August 22, 2035 – did not change. His LinkedIn banner, visible now, confirms what the WHOIS briefly revealed: [www.TheTeam.com](http://www.TheTeam.com) is his real estate brand.

This changes the character of the counterparty, but not the conclusion. Johanson is a Coldwell Banker agent, not a corporation. His claim to the domain is as a real estate brand in Red Deer County – a market that does not overlap with The Team’s client base in any meaningful way.

The domain is Mr. Johanson's identity, and if he knows exactly what he has the moment a 4,000-person international sports agency in troubles comes asking, that won't make the domain easy to acquire. But it remains a private individual and a real estate brand in central Alberta. The gap between that and a global sports and entertainment agency's primary domain is where the negotiation lives.

As of the week this audit was written, there are signs of recent activity that are worth noting. A LinkedIn post dated two days ago showed Johanson using george@theteam.com as his contact email – meaning the domain has live email infrastructure, not just a parked banner. His following post, one day later, used GeorgeJ1844@gmail.com instead. The WHOIS record was updated on March 12, 2026 – yesterday – with UPDATED flags across multiple fields. Whether this reflects a transfer in progress, a technical issue with the HostPapa email setup, or something else entirely is not confirmable from public records. What is observable: this domain is not dormant. Something seems to have moved on it this week.

The conversation apparently did not happen before the rebrand went live. Whether one is now happening is an open question. For an agency with a FIFA World Cup contract and 2028 Olympics commitments, the cost of the outreach is negligible. The cost of not having it, compounding over every pitch, every press mention, and every new client onboarding, is not.


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**Naming is the most difficult thing a brand can do. It took the Redskins 18 months to change to the Commanders – and they didn't even change colors.**

*Ed O'Hara, former President/CCO, SME Branding – Sports Business Journal, March 11, 2026*

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### Risk 3: “The Team” Is One of the Most Generic Phrases in Sports and Entertainment



**“The Team” does not distinguish. It describes a category.**

**A search for “the team” in sports and entertainment returns a theatre collective, a radio sports network, multiple local sports agencies, a hip-hop group, and a broad set of team-name uses across every major sport. The agency has entered a namespace that will be hard to own.**

The rationale for the name is understandable. After more than a decade of calling themselves “Team Wass” internally, the name had genuine resonance within the organisation. The urgency of the rebrand - three weeks from crisis to live - favored a name that was already familiar, already believed, already culturally true to the people executing it. Elizabeth Lindsey described it as aligning “business strategy with brand strategy.” For an internal audience, the name works.

For an external audience arriving cold, it does not differentiate. Every sports organisation has a team. Every agency has a team. Every office in every company has a team. The word describes the thing rather than the specific entity. A search for “the team” in sports and entertainment returns a radio sports network, theatre collectives, regional broadcast brands, and music groups - before a 4,000-person marketing agency with an unresolved domain situation.

The theteam.org collision is particularly pointed. The Team is an active nonprofit creating programming for civic engagement and voter participation in college athletics. They work directly with college athletes, coaches, and administrators. The agency’s client base includes sports properties, college athletics programmes, and the organisations that work adjacent to them. These two entities now share a name and operate in overlapping spaces. theteam.org was not acquired by the agency during the rebrand. It is not acquirable - it is a live, mission-driven organisation with its own identity. The confusion it creates is not theoretical.

There is also a number that warrants a moment of pause: theteam.net is listed for sale on Atom.com at USD \$2,499. theteam.co is listed as a premium domain on GoDaddy. Neither solves the problem - .net and .co are not credible substitutes for .com in this context, and no one should mistake acquiring them for a namespace strategy. But they should be acquired anyway, for the same reason you lock a side door: not because it is the entrance, but because leaving it open is unnecessary. At some point someone will buy them and build something on them. At that price, the agency has no reason not to own them.

This is distinct from the .com problem but compounds it. The domain problem is structural: theteam.com belongs to a private holder. The namespace problem is semantic and expanding: the phrase is too generic to own, the .org is an active organisation in the same sector, and the acquirable extensions are sitting on marketplaces untouched. The agency has entered all of these problems simultaneously.

A personal name like Wasserman had exactly this one advantage: it was specific. It could be owned. It was findable. It was not shared with a nonprofit in college athletics or a radio network. The reputational dependency on a personal name is a real vulnerability - and this rebrand proves exactly why. The Washington Commanders took 18 months and still had the advantage of extreme specificity: one city, one team. The Team is every team and the one thing that would have helped them own the brand name online is owning the unique exact brand match .com.

#### **Risk 4: The Reputational Reset Requires a Credible Infrastructure to Land On**

Personal names as brand names create a specific kind of vulnerability. When the person and the brand are the same, every reputational event involving the person becomes a brand event. Wasserman, the company, discovered this in real time - the CEO's emails in the Epstein files became, within days, an agency crisis, a client departure event, and an existential threat to a 4,000-person organisation. The rebrand is the correct strategic response to that structural risk.

But a reputational reset only works if the new identity can carry the weight of what is being transferred to it. The Team is being asked to replace the trust, the recognition, and the institutional credibility that Wasserman built over 24 years - for clients of the scale of American Express and AT&T, for FIFA, for the 2028 LA Olympics organising committee. Those stakeholders are not looking for a startup domain. They are looking for evidence that the organisation they knew is still there, operating at the same level, under a different name.

the.team does not transmit that evidence at first encounter. A Fortune 500 procurement team receiving a pitch from “The Team” at the.team - an address that does not immediately parse as a standard website - is being asked to extend trust to an infrastructure that looks provisional. The rebrand needed to be fast, sure. But speed is not an argument against also being right. The domain choice was a decision, not just a constraint.

What makes this particularly sharp: the problem being solved was a credibility failure. Casey Wasserman’s association with the Epstein files destroyed the agency’s credibility with part of its client base. The rebrand is meant to restore that credibility - to demonstrate that the organisation is bigger than the person who founded it, that its values and capabilities survive the departure of the founder. A domain that looks like a workaround for a .com the agency couldn’t acquire is a small but visible signal that the reset is incomplete. The audience for a credibility reset is skeptical by definition. Every signal counts.

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**We very intentionally didn’t want to head in a completely different direction. We needed to align our business strategy with our brand strategy.**

*Elizabeth Lindsey, Brands & Properties President, The·Team –  
Sports Business Journal, March 11, 2026*

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### 3. PRIORITISED RECOMMENDATIONS

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Three actions. The first is the only one that matters this quarter.

#	Priority	Action	Timeframe	Cost
<b>1</b>	<b>Immediate</b>	<b>Open acquisition conversation for theteam.com</b>  George Johanson The counterparty is a private individual with a real estate business in central Alberta - not a corporation, not a brand with global trademark exposure. He will have a price. What that price is will only be known by asking. Find out.	This month	Unknown - ask

2	30 days	<p><b>Buy theteam.net and theteam.co as defensive closures, then audit the full inventory</b></p> <p>Neither .net nor .co solves the problem fully - they are not credible primary addresses and should not be mistaken for alternatives to theteam.com. But theteam.net is on a public marketplace at USD \$2,499 and theteam.co is listed on GoDaddy. Someone will buy them eventually. Acquiring them forecloses the risk of a third party building something on them, at a cost that is rounding error for a 4,000-person agency. Buy them, point them to the.team, and stop thinking about them. Then: Palmer’s “dozens of registrations, perhaps more” should be a verified internal register, not a trade press statement. Which .team variants are actually held? Who manages them? When do they expire? A rebrand executed in three weeks rarely produces a complete domain inventory. Confirm what exists before building the brand further on that foundation.</p>	30 days	\$2,499+
3	Strategic	<p><b>Assign a named domain owner with authority over the namespace</b></p> <p>The rebrand was led by a committee of 15. A committee is the right structure for a naming decision. It is the wrong structure for ongoing domain governance. Domain strategy requires a single named owner - someone accountable for the inventory, the acquisition pipeline, the renewal calendar, and the decision authority to act when something changes. The absence of that owner is how a 4,000-person agency arrives at a crisis rebrand without having secured the primary .com for its new name.</p>	Ongoing	\$0

# THE QUESTION WORTH ASKING

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The rebrand was executed under conditions no branding professional would choose. Three weeks. A reputational crisis. A 4,000-person organisation. Talent clients departing publicly. The CEO stepping down mid-execution. The people who got The·Team live in that timeframe did something genuinely difficult.

But speed is not an argument for going cheap on the domain. In fact it is the opposite argument. The faster a rebrand moves, the more every visible signal matters because there is no time to build context, reputation, or familiarity around the new name through accumulated exposure. The name has to land immediately, and the infrastructure it lands on has to transmit credibility in the same instant. the.team does not do that. theteam.com would have.

There was also an opportunity here that was not taken. In a media cycle already saturated with the Epstein files story, “The Team acquires theteam.com” is a counter-narrative - an agency moving decisively, investing in its future, demonstrating that the rebuild is real and funded.

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**We are telling brand clients all the time ‘know who you are and then you’ll be relevant in a very fragmented world.’**

*Elizabeth Lindsey, Brands & Properties President, The·Team –  
Sports Business Journal, March 11, 2026*

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They know who they are. The domain is the last thing that needs to catch up.