



Registry Services Evaluation Policy (RSEP) Request

February 11, 2019

Registry Operator

.CLUB DOMAINS, LLC
1640 West Oakland Park Boulevard #304
Oakland Park, Florida 33311

Request Details

Case Number: 00916752

This service request should be used to submit a Registry Services Evaluation Policy (RSEP) request. An RSEP is required to add, modify or remove Registry Services for a TLD. More information about the process is available at <https://www.icann.org/resources/pages/rsep-2014-02-19-en>

Complete the information requested below. All answers marked with a red asterisk are required. Click the Save button to save your work and click the Submit button to submit to ICANN.

PROPOSED SERVICE

1. Name of Proposed Service

Unlimited Name Blocking Service (UNBS)

2. Technical description of Proposed Service. If additional information needs to be considered, attach one PDF file

.Club Domains would like to provide the Unlimited Name Blocking Service (UNBS) for its TLD .CLUB, which provides an additional protection to intellectual property holders by allowing trademark holders to block second level labels in the .CLUB top level domain that are related to the holders' registered trademarks.

If additional information needs to be considered, attach one file

CONSULTATION

3. Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?

.Club Domains, LLC has sought corporate registrar consultation, because the closest active analogue product to UNBS is Donuts' DPML, and corporate registrars are the primary customers of DPML. All consultations have indicated that the service would be received positively.

3a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?

N/A

3b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?

Consultation with corporate registrars was appropriate., as many corporate registrars offer domain blocking type services for various TLDs and are supportive of including .CLUB in the offerings.

3c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?

N/A

3d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?

N/A

3e. Who would endorse the introduction of this service? What were the nature and content of these consultations?

UNBS is a service that enhances the security and confidence in the TLD. Corporate registrars and other brand protection professionals would endorse this product.

3f. Who would object the introduction of this service? What were (or would be) the nature and content of these consultations?

.Club Domains sees no reason why anyone would object to offering UNBS in .CLUB.

TIMELINE

4. Please describe the timeline for implementation of the proposed new registry service.

.Club Domains expects to begin offering UNBS in .CLUB after ICANN has approved this RSEP request and implementation has been completed.

BUSINESS DESCRIPTION

5. Describe how the Proposed Service will be offered.

The UNBS will permit trademark rights holders to block certain labels from registration operated by the Registry Operator. The blocked names must comply with the provisions described in Specification 5, Section 3.3 of the Registry Agreement. Domain Names blocked by the UNBS service will be either an exact match of a label or will contain an exact match of such labels. Blocked labels do not prevent other trademark rights holders from unblocking the label and registering the domain name.

6. Describe quality assurance plan or testing of Proposed Service.

N/A

7. Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.

N/A

CONTRACTUAL PROVISIONS

8. List the relevant contractual provisions impacted by the Proposed Service.

Registry Agreement - Exhibit A, Section 4.

8a. If the request is permissible under an existing provision in the agreement, and will not need an amendment, please identify the provision.

N/A

9. What effect, if any, will the Proposed Service have on the reporting of data to ICANN.

None.

10. What effect, if any, will the Proposed Service have on the Whois?

None.

If additional information needs to be considered, attach one PDF file.

11. What effect, if any, will the proposed service have on the price of a domain name registration?

None.

If additional information needs to be considered, attach one file.

CONTRACT AMENDMENTS

12. Please describe or provide the necessary contractual amendments for the proposed service

Addition of the following to Exhibit A of the Registry Agreement: 4.1 Unlimited Name Blocking Service (UNBS). The UNBS is a service that allows trademark rights holders to block certain labels from registration. The blocked names must comply with the provisions described in Specification 5, Section 3.3 of the Registry Agreement. Domain Names blocked by the UNBS

service will be either an exact match of a label or will contain an exact match of such labels, or may include domain names that are a misspelling or contain a misspelling of a label.

BENEFITS OF PROPOSED SERVICE

13. Describe the benefits of the Proposed Service.

Adding UNBS as a permitted service will be beneficial to UNBS participants, as it will enable UNBS participants to block a set of domain names in the .CLUB TLD, thereby preventing third parties from registering such names.

COMPETITION

14. Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.

The service will fairly compete with other programs already in place in other new gTLD registries that provide name blocking services to trademark holders, such as Donuts, Rightside, Minds and Machines.

15. How would you define the markets in which your proposed Registry Service would compete?

UNBS in .CLUB will be offered to participants with intellectual property rights in relevant labels.

16. What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?

A variety of gTLD registries offer and participate in programs that permit blocking of names that either contain or match exactly a participant's protected label (e.g. Donuts' DPML).

17. In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?

No.

18. Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.

The .Club RSP provides back-end services and will support UNBS.

19. Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.

Yes. We have had meetings with the corporate registrars that we anticipate would offer UNBS.

20. Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).

No.

If additional information needs to be considered, attach one PDF file.

SECURITY AND STABILITY

21. Does the proposed service alter the storage and input of Registry Data?

No.

22. Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems.

N/A

23. Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?

No.

OTHER ISSUES

24. Are there any Intellectual Property considerations raised by the Proposed Service?

No.

If additional information needs to be considered, attach one PDF file.

25. Does the proposed service contain intellectual property exclusive to your gTLD registry?

Yes. At the very least, the marks “UNBS” or “Unlimited Name Blocking Service” have not been used before in relation to the Registry Services and constitute common law trademarks which are proprietary to .Club Domains, LLC. Other intellectual property rights, such as trademark registrations in various jurisdictions, have not been (but could be) registered and/or applied for in the future.

26. List Disclaimers provided to potential customers regarding the Proposed Service.

N/A

If additional information needs to be considered, attach one PDF file.

27. Please provide any other relevant information to include with the request.

N/A

Click the Save button to save your work and click the Submit button to submit to ICANN.

Affected TLDs

| Current Registry Operator | Top Level Domain | Registry Agreement Date |
|---------------------------|------------------|-------------------------|
|---------------------------|------------------|-------------------------|

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| .CLUB DOMAINS, LLC | club | 2013-11-08 |
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