



Registry Services Evaluation Policy (RSEP) Request

August 13, 2021

Registry Operator

Binky Moon, LLC

Request Details

Case Number: 01063065

This Registry Services Evaluation Policy (RSEP) request form should be submitted for review by ICANN org when a registry operator is adding, modifying, or removing a Registry Service for a TLD or group of TLDs.

The RSEP Process webpage provides additional information about the process and lists RSEP requests that have been reviewed and/or approved by ICANN org. If you are proposing a service that was previously approved, we encourage you to respond similarly to the most recently approved request(s) to facilitate ICANN org's review.

Certain known Registry Services are identified in the Naming Services portal (NSp) case type list under "RSEP Fast Track" (example: "RSEP Fast Track – BTAPPA"). If you would like to submit a request for one of these services, please exit this case and select the specific Fast Track case type. Unless the service is identified under RSEP Fast Track, all other RSEP requests should be submitted through this form.

Helpful Tips

- Click the "Save" button to save your work. This will allow you to return to the request at a later time and will not submit the request.
- You may print or save your request as a PDF by clicking the printer icon in the upper right corner. You must click "Save" at least once in order to print the request.
- Click the "Submit" button to submit your completed request to ICANN org.
- Complete the information requested below. All fields marked with an asterisk (*) are required. If not applicable, respond with "N/A."

1. PROPOSED SERVICE DESCRIPTION

1.1. Name of proposed service.

Dropzone

1.2. Provide a general description of the proposed service including the impact to external users and how it will be offered.

The Registry Operator ("RO") is seeking to introduce an expiry batching service to facilitate the release of expiring domain names through a separate environment hereby known as "Dropzone". The RO is implementing Dropzone in order to develop a more orderly and efficient process for managing the demand for expiring domain name registrations. In order to minimise the impact to Registrar Operators, Dropzone offered via the Donuts Registry Platform will mimic all material behaviors in use from the ICANN approved Afiliis Dropzone service.

1.3. Provide a technical description of the proposed service.

Dropzone is a discrete EPP server system, separated from the main registry instance that will manage, on a daily basis, the synchronized release of expiring domain names.

Dropzone will provide Registrar partners with equal access to make domain applications for the list of expiring domain names on a given day. Applications are made on a first-come first-serve basis and awarded at the end of the dropzone period to successful applicants.

At a scheduled time pre-indicated to registrars, RO will open the Dropzone allowing registrars begin submitting applications requests for domains scheduled for release that day.

Unlike the current Donuts system which releases expiring domains at each cascading expiry time stamp, all scheduled expirations will be queued and released at a single time stamp via Dropzone.

On a daily basis, following the closure of the Dropzone process, the registry will execute an application awarding process. This process will examine the list of expiring inventory and identify successful requests for domain names by a registrar submitted through the Dropzone. Successful applications will be awarded on a first come first service basis and Registrar accounts will be debited the appropriate value for each registration.

Where a Registrar does not have sufficient funds to process the transaction, Dropzone will automatically award the registration to the next Registrar in the queue (Provided duplicate applications exist.)

Where there are no successful applications for an expiring domain, the domain will be released for open registrations in the primary registry instance at the end of the Dropzone awarding process.

Domain application create requests & responses will be identical to Donuts standard create requests in the primary SRS. While the name is available in Dropzone, WHOIS will display ""This domain is currently available for application via the Donuts Dropzone service" to indicate that the domain name is available for Registration via an alternative host. This message is displayed at the beginning of the WHOIS output, before the "Last update" time and "Terms of Use", in the same way the message for reserved domain names is displayed.

WHOIS statuses for domains allocated to the Registry will remain unchanged from Donut's current standard. Modifications to WHOIS messaging will only occur for domains which have been purged from the primary SRS and have migrated to the DropZone service. All domains will retain the same server statuses through late stages of life. DropZone only becomes visible to the outside world once the domain has been purged from the primary SRS registry.

EPP statuses in the Primary SRS will remain unchanged while a domain name is still present in the SRS:

- If a registrar sends a Domain Check request through the Primary EPP service when that domain is queued for Dropzone, and the domain is in the SRS, then the Primary EPP service will return the standard response that domain is unavailable for registration.
- If a registrar sends a Domain Check request through the Primary EPP service for a domain, when that domain is in the Dropzone, and the domain is not in the SRS, then the Primary EPP service will return that the domain is "Unavailable" with the following response reason: "Domain held in the Dropzone"

Dropzone application requests use a standard domain create EPP request, there is no requirement to provide an extension for standard domain names. Premium domains will require the Donuts price category extension where applicable.

1.4. If this proposed service has already been approved by ICANN org, identify and provide a link to the RSEP request for the same service that was most recently approved.

An identical service is approved for all new gTLD's on the Afilias registry platform and has been operating successfully for multiple years, TLD's include but are not limited to:

- archi
- bet
- bio
- black
- blue
- green
- info

Approval Link: <https://www.icann.org/en/system/files/files/rsep-2020003-archi-et-al-request-17jan20-en.pdf>

1.5. Describe the benefits of the proposed service and who would benefit from the proposed service.

Dropzone provides Registrars with a more competitive chance at obtaining a high demand domain name that is becoming available due to precise timestamps and system transparency.

The Registry can also better manage periods of high traffic due to drop catching & thus improve the stability of the core SRS (Shared Registry System).

1.6. Describe the timeline for implementation of the proposed service.

Service will be implemented immediately upon approval.

1.7. If additional information should be considered with the description of the proposed service, attach one or more file(s) below.

1.8. If the proposed service adds or modifies Internationalized Domain Name (IDN) languages or scripts that have already been approved in another RSEP request or are considered pre-approved by ICANN org, provide (a) a reference to the RSEP request, TLD(s), and IDN table(s) that were already approved or (b) a link to the pre-approved Reference Label Generation Rules (LGR). Otherwise, indicate “not applicable.”

N/A

The most current IDN requirements will be used to evaluate a submitted table.

2. SECURITY AND STABILITY

2.1. What effect, if any, will the proposed service have on the life cycle of domain names?

There will be no change in a domain life cycle.

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

The process to registrars for submission of EPP commands for the registration of the relevant domain names are modified slightly by requiring their connection to the Dropzone environment. Dropzone requests must be submitted to an alternate host.

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

The Dropzone is a separate host, however because it is tied to the same registry infrastructure this service will have the same throughput, response time, consistency and coherence as the registry system itself.

2.4. Have technical concerns been raised about the proposed service? If so, identify the concerns and describe how you intend to address those concerns.

None.

2.5. Describe the quality assurance plan and/or testing of the proposed service prior to deployment.

Binky Moon, LLC is replicating a known good process for domain expiry as previously implemented by Afilias. Prior to a production release the feature will be tested in multiple lower environments and made available to Registrars for testing.

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

N/A

3. COMPETITION

3.1. Do you believe the proposed service would have any positive or negative effects on competition? If so, please explain.

Dropzone provides Registrars with a more competitive chance at obtaining a high demand domain name that is becoming available due to precise timestamps and system transparency.

3.2. How would you define the markets in which the proposed service would compete?

Registry Platform Services

3.3. What companies/entities provide services or products that are similar in substance or effect to the proposed service?

- Public Interest Registry
- Afilias Limited

3.4. In view of your status as a Registry Operator, would the introduction of the proposed service potentially affect the ability of other companies/entities that provide similar products or services to compete?

No.

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

No.

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

N/A

3.7. If you have any documents that address the possible effects on competition of the proposed service, attach them below. ICANN will keep the documents confidential.

4. CONTRACTUAL PROVISIONS

4.1. List the relevant contractual provisions impacted by the proposed service. This includes, but is not limited to, Consensus Policies, previously approved amendments or services, Reserved Names, and Rights Protection Mechanisms.

Exhibit A (Approved Services) of the relevant registry agreements.

4.2. What effect, if any, will the proposed service have on the reporting of data to ICANN?

None.

4.3. What effect, if any, will the proposed service have on Registration Data Directory Service (RDDS)?*

None.

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

In addition to the standard or premium registration prices of a given domain name, The Dropzone service can support additional application fees to be configured on a per TLD basis. Applications fees where applicable will be charged in addition to the standard registration price of a domain name.

Please note that the associated fees will be debited from the registrar's existing account in the registry. No separate account is required for the Dropzone environment.

4.5. Will the proposed service result in a change to a Material Subcontracting Arrangement (MSA) as defined by the Registry Agreement? If so, identify and describe the change. Please note that a change to an MSA requires consent from ICANN org through the MSA change request process. The RSEP request must be approved prior to submitting the MSA change request.

No.

5. AUTHORIZATION LANGUAGE

5.1. A Registry Agreement (RA) amendment is required when the proposed service: (i) contradicts existing provisions in the RA or (ii) is not contemplated in the RA and, therefore, needs to be added to Exhibit A of the RA and/or as an appropriate addendum/appendix. If applicable, provide draft language (or a link to previously approved RA amendment language) describing the service to be used in an RA amendment if the proposed service is approved. If an RA amendment is not applicable, respond with "N/A" and provide a complete response to question 5.2.*

For examples or for IDN services, you may refer to the webpage for standard RA template amendments for commonly requested Registry Services.

We recommend the following language we added to the registry agreement:

"6. Dropzone Service. Registry Operator may offer the Dropzone service, which is a Registry Service that will manage the release of domain names that have reached the end of their life cycle.

The Dropzone is a separate system, parallel to the main EPP system, that will manage on a daily

basis the release of domain names that have been purged for a short period of time, called the Dropzone. Any TLD-accredited registrars may use the Dropzone to register a recently-purged domain name. On a daily basis, at the end of the Dropzone period, the Registry will execute an awarding process, which will select, per domain name, the first domain creation request submitted (first come, first serve)."

5.2. If the proposed service is permissible under an existing provision in the Registry Agreement, identify the provision and provide rationale. If not applicable, respond with “N/A” and provide a complete response to question 5.1.

N/A

6. CONSULTATION

6.1. ICANN org encourages you to set up a consultation call through your Engagement Manager prior to submitting this RSEP request. This is to help ensure that necessary information is assembled ahead of time.

Identify if and when you had a consultation call with ICANN org. If you did not request a consultation call, provide rationale.

We have discussed the matter with Andee Hill.

6.2. Describe your consultations with the community, experts, and/or others. This can include, but is not limited to, the relevant community for a sponsored or community TLD, registrars or the registrar constituency, end users and/or registrants, or other constituency groups. What were the quantity, nature, and results of the consultations? How will the proposed service impact these groups? Which groups support or oppose this proposed service?

Registry Operator has consulted with various registrars who have familiarity with the existing Afiliias' Dropzone environment and processes already implemented for other TLDs. Donuts inc sought feedback on implementing Dropzone for these TLDs. Registrar feedback was overwhelmingly positive. Donuts seek to retain the best practices set out by Afiliias and make minor procedural improvements to the proposed service.

We are subsequently filing an RRA that would have all of the Afiliias and Donuts TLDs under one single Registry-Registrar Agreement, the procedural improvement is that registrars would have access to DropZone for all Donuts and Afiliias top-level domains. Currently, Afiliias has each TLD under a separate RRA and thus registrars must sign up for the DropZone service for each TLD, which creates a great deal of procedural hurdles for registrars. Also, registrars will

no longer have to opt in to the DropZone service, but will automatically be able to access the service if they are onboarded under the unified Donuts/Afilias RRA, which allows all registrars to have equal access to the service. Dropzone will leverage Registrar's existing primary Donuts SRS credentials for access to the domain expiry service.

7. OTHER

7.1. Would there be any intellectual property impact or considerations raised by the proposed service?

None.

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

Yes. Afilias holds a patent on Dropzone.

7.3. Provide any other relevant information to include with the request. If none, respond with "N/A."

N/A

7.4. If additional information should be considered, attach one or more file(s) below.

Affected TLDs

Current Registry Operator	Top Level Domain	Registry Agreement Date
Binky Moon, LLC	academy	2013-11-07
Binky Moon, LLC	accountants	2014-03-20
Binky Moon, LLC	agency	2013-11-14
Binky Moon, LLC	apartments	2014-12-11
Binky Moon, LLC	associates	2014-03-06
Binky Moon, LLC	bargains	2013-11-14
Binky Moon, LLC	bike	2013-08-27
Binky Moon, LLC	bingo	2014-12-04
Binky Moon, LLC	boutique	2013-11-14
Binky Moon, LLC	builders	2013-11-07
Binky Moon, LLC	business	2013-11-07
Binky Moon, LLC	cab	2013-10-24
Binky Moon, LLC	cafe	2015-02-11
Binky Moon, LLC	camera	2013-08-27
Binky Moon, LLC	camp	2013-11-07
Binky Moon, LLC	capital	2014-03-06
Binky Moon, LLC	cards	2013-12-05
Binky Moon, LLC	care	2014-03-06
Binky Moon, LLC	careers	2013-10-02
Binky Moon, LLC	cash	2014-03-06
Binky Moon, LLC	casino	2014-12-18
Binky Moon, LLC	catering	2013-12-05
Binky Moon, LLC	center	2013-11-07
Binky Moon, LLC	charity	2018-04-11
Binky Moon, LLC	chat	2014-12-04
Binky Moon, LLC	cheap	2013-11-14

Binky Moon, LLC	church	2014-02-06
Binky Moon, LLC	city	2014-05-29
Binky Moon, LLC	claims	2014-03-20
Binky Moon, LLC	cleaning	2013-12-05
Binky Moon, LLC	clinic	2014-03-20
Binky Moon, LLC	clothing	2013-08-27
Binky Moon, LLC	coach	2014-10-09
Binky Moon, LLC	codes	2013-10-31
Binky Moon, LLC	coffee	2013-10-17
Binky Moon, LLC	community	2013-12-05
Binky Moon, LLC	company	2013-11-07
Binky Moon, LLC	computer	2013-10-24
Binky Moon, LLC	condos	2013-12-05
Binky Moon, LLC	construction	2013-09-16
Binky Moon, LLC	contractors	2013-09-10
Binky Moon, LLC	cool	2013-11-14
Binky Moon, LLC	coupons	2015-03-26
Binky Moon, LLC	credit	2014-03-20
Binky Moon, LLC	creditcard	2014-03-20
Binky Moon, LLC	cruises	2013-12-05
Binky Moon, LLC	dating	2013-12-05
Binky Moon, LLC	deals	2014-05-22
Binky Moon, LLC	delivery	2014-09-11
Binky Moon, LLC	dental	2014-03-20
Binky Moon, LLC	diamonds	2013-09-22
Binky Moon, LLC	digital	2014-03-06
Binky Moon, LLC	direct	2014-04-10
Binky Moon, LLC	directory	2013-09-20
Binky Moon, LLC	discount	2014-03-06

Binky Moon, LLC	doctor	2016-06-02
Binky Moon, LLC	dog	2014-12-04
Binky Moon, LLC	domains	2013-10-17
Binky Moon, LLC	education	2013-11-07
Binky Moon, LLC	email	2013-10-31
Binky Moon, LLC	energy	2014-09-11
Binky Moon, LLC	engineering	2014-03-06
Binky Moon, LLC	enterprises	2013-09-20
Binky Moon, LLC	equipment	2013-08-27
Binky Moon, LLC	estate	2013-08-27
Binky Moon, LLC	events	2013-12-05
Binky Moon, LLC	exchange	2014-03-06
Binky Moon, LLC	expert	2013-11-21
Binky Moon, LLC	exposed	2013-12-05
Binky Moon, LLC	express	2015-02-11
Binky Moon, LLC	fail	2014-03-06
Binky Moon, LLC	farm	2013-11-07
Binky Moon, LLC	finance	2014-03-20
Binky Moon, LLC	financial	2014-03-06
Binky Moon, LLC	fish	2013-12-12
Binky Moon, LLC	fitness	2014-03-06
Binky Moon, LLC	flights	2013-12-05
Binky Moon, LLC	florist	2013-11-07
Binky Moon, LLC	football	2014-12-18
Binky Moon, LLC	foundation	2013-12-05
Binky Moon, LLC	fund	2014-03-20
Binky Moon, LLC	furniture	2014-03-20
Binky Moon, LLC	fyi	2015-04-02
Binky Moon, LLC	gallery	2013-09-13

Binky Moon, LLC	gifts	2014-07-03
Binky Moon, LLC	glass	2013-11-07
Binky Moon, LLC	gmbh	2016-01-29
Binky Moon, LLC	gold	2015-01-22
Binky Moon, LLC	golf	2014-12-18
Binky Moon, LLC	graphics	2013-09-13
Binky Moon, LLC	gratis	2014-03-20
Binky Moon, LLC	gripe	2014-03-06
Binky Moon, LLC	group	2014-08-15
Binky Moon, LLC	guide	2013-09-13
Binky Moon, LLC	guru	2013-08-27
Binky Moon, LLC	healthcare	2014-06-12
Binky Moon, LLC	hockey	2015-03-19
Binky Moon, LLC	holdings	2013-08-27
Binky Moon, LLC	holiday	2013-11-07
Binky Moon, LLC	hospital	2016-10-20
Binky Moon, LLC	house	2013-11-07
Binky Moon, LLC	immo	2014-07-10
Binky Moon, LLC	industries	2013-12-05
Binky Moon, LLC	institute	2013-11-07
Binky Moon, LLC	insure	2014-03-20
Binky Moon, LLC	international	2013-11-07
Binky Moon, LLC	investments	2014-03-20
Binky Moon, LLC	irish	2014-08-07
Binky Moon, LLC	jetzt	2014-01-09
Binky Moon, LLC	jewelry	2015-03-05
Binky Moon, LLC	kitchen	2013-09-20
Binky Moon, LLC	land	2013-09-10
Binky Moon, LLC	lease	2014-03-06

Binky Moon, LLC	legal	2014-10-16
Binky Moon, LLC	life	2014-02-06
Binky Moon, LLC	lighting	2013-08-27
Binky Moon, LLC	limited	2014-03-06
Binky Moon, LLC	limo	2013-10-17
Binky Moon, LLC	loans	2014-03-20
Binky Moon, LLC	ltd	2014-09-25
Binky Moon, LLC	maison	2013-12-05
Binky Moon, LLC	management	2013-11-07
Binky Moon, LLC	marketing	2013-11-07
Binky Moon, LLC	mba	2015-04-02
Binky Moon, LLC	media	2014-03-06
Binky Moon, LLC	money	2014-10-16
Binky Moon, LLC	movie	2015-02-05
Binky Moon, LLC	network	2013-11-14
Binky Moon, LLC	partners	2013-12-05
Binky Moon, LLC	parts	2013-12-05
Binky Moon, LLC	photography	2013-09-20
Binky Moon, LLC	photos	2013-10-17
Binky Moon, LLC	pictures	2014-03-06
Binky Moon, LLC	pizza	2014-06-26
Binky Moon, LLC	place	2014-04-24
Binky Moon, LLC	plumbing	2013-09-10
Binky Moon, LLC	plus	2015-02-05
Binky Moon, LLC	productions	2013-12-05
Binky Moon, LLC	properties	2013-12-05
Binky Moon, LLC	recipes	2013-10-17
Binky Moon, LLC	reise	2014-03-13
Binky Moon, LLC	reisen	2014-03-06

Binky Moon, LLC	rentals	2013-12-05
Binky Moon, LLC	repair	2013-11-07
Binky Moon, LLC	report	2013-12-05
Binky Moon, LLC	restaurant	2014-07-03
Binky Moon, LLC	run	2015-03-19
Binky Moon, LLC	salon	2014-12-11
Binky Moon, LLC	sarl	2014-07-03
Binky Moon, LLC	school	2014-12-18
Binky Moon, LLC	schule	2014-03-06
Binky Moon, LLC	services	2014-02-27
Binky Moon, LLC	shoes	2013-10-02
Binky Moon, LLC	shopping	2016-03-31
Binky Moon, LLC	show	2015-03-05
Binky Moon, LLC	singles	2013-08-27
Binky Moon, LLC	soccer	2015-03-26
Binky Moon, LLC	solar	2013-11-07
Binky Moon, LLC	solutions	2013-11-07
Binky Moon, LLC	style	2014-12-04
Binky Moon, LLC	supplies	2013-12-19
Binky Moon, LLC	supply	2013-12-19
Binky Moon, LLC	support	2013-10-24
Binky Moon, LLC	surgery	2014-03-20
Binky Moon, LLC	systems	2013-11-07
Binky Moon, LLC	tax	2014-03-20
Binky Moon, LLC	taxi	2015-03-19
Binky Moon, LLC	team	2015-03-05
Binky Moon, LLC	technology	2013-09-13
Binky Moon, LLC	tennis	2014-12-04
Binky Moon, LLC	theater	2015-03-19

Binky Moon, LLC	tienda	2013-11-14
Binky Moon, LLC	tips	2013-09-20
Binky Moon, LLC	tires	2014-11-07
Binky Moon, LLC	today	2013-09-20
Binky Moon, LLC	tools	2013-11-21
Binky Moon, LLC	tours	2015-01-22
Binky Moon, LLC	town	2014-03-06
Binky Moon, LLC	toys	2014-03-06
Binky Moon, LLC	training	2013-11-07
Binky Moon, LLC	university	2014-03-06
Binky Moon, LLC	vacations	2013-12-05
Binky Moon, LLC	ventures	2013-08-27
Binky Moon, LLC	viajes	2013-10-17
Binky Moon, LLC	villas	2013-12-05
Binky Moon, LLC	vin	2015-06-18
Binky Moon, LLC	vision	2013-12-05
Binky Moon, LLC	voyage	2013-08-27
Binky Moon, LLC	watch	2013-11-14
Binky Moon, LLC	wine	2015-06-18
Binky Moon, LLC	works	2013-11-14
Binky Moon, LLC	world	2014-06-12
Binky Moon, LLC	wtf	2014-03-06
Binky Moon, LLC	xn--czrs0t	2013-12-19
Binky Moon, LLC	xn--fjq720a	2014-05-22
Binky Moon, LLC	xn--unup4y	2013-07-14
Binky Moon, LLC	xn--vhquv	2013-08-27
Binky Moon, LLC	zone	2013-11-14



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