ICANN Registry Request Service

Ticket ID: N1X7T-3K7Q6
Registry Name: Elite Registry Limited
gTLD: .TRADE
Status: ICANN Review
Status Date: 2014-06-16 12:44:32
Print Date: 2014-06-16 12:49:00

Proposed Service

Name of Proposed Service:

Two character name allocation

Technical description of Proposed Service:

\r\nSpecification 5(2) \"Schedule of Reserved Names\" of the standard Registry Agreement (version of 2nd July 2013) requires that \"all two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD\".\r\nOn behalf of the following Registry Operators, Famous Four Media is requesting a written waiver from ICANN which would permit the allocation of two-character labels, while still reserving two-letter domains that correspond to the two-letter country code names found on the ISO-3166 alpha-2 list:\r\n\r\nElite Registry Limited (.trade)\r\n\r\nDot Webcam Limited (.webcam)\r\n\r\nDot Bid Limited (.bid)\r\n\r\n(\"Registry Operators\")\r\n\r\nAs an initial step, we request the release of all two-character ASCII labels in respect of the listed strings or that will be operated by the foregoing Registry Operators, that do not appear on the ISO 3166-1 alpha-2 list and for which there is no corresponding government or country-code operator.

Consultation

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

\r\nSee below

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

\r\nn/a

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

\r\nVarious registrars were consulted about their interest in the ASC II strings. There was no formal consultation but the

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informal response was to support the release of those strings. This message is being relayed consistently to other registry operators as well, we understand.

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

\r\nWhile Famous Four Media did not take on any direct consultations, we note that:\r\n1) the RSTEP report on GNR\'s two-character name proposal addresses these issues in a manner which supports the release of two-character names. https://www.icann.org/en/system/files/files/rstep-gnr-proposal-review-team-report-04dec06-en.pdf 2) The GNSO Council approved the recommendations sent to the ICANN Board by the Reserved Names Working Group dated 23 May 2007 which recommended that \"registries be permitted to release any combination of two letter and/or digit strings provided that measures to avoid confusion with any corresponding country codes are implemented\". http://gnso.icann.org/issues/new-gtlds/final-report-rn-wg-23may07.htm. 3) Other new gTLD registry operators have recently put in similar requests, which suggests a market trend.

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

\r\nWhile Famous Four Media Registry Operators did not take on any direct consultations, we have feedback which indicates a high demand from end users to make two-character labels available for registration. We field numerous requests from Registrars requesting the release of these labels for end users.

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

\r\nAs per previous answers.

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

\r\nBy the nature of this initial request, there should not be an objection to the release of these two-character labels given that these labels do not appear on the ISO 3166-1 alpha-2 list and therefore do not correspond to a government or country-code operator.

Timeline

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Please describe the timeline for implementation of the proposed new registry service:

Business Description

Describe how the Proposed Service will be offered:

\r\nThese two-character labels will be offered in the same manner as all other domain names.

Describe quality assurance plan or testing of Proposed Service:

\r\nN/A

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

\r\nN/A

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

\r\nRegistry Agreement, Specification 5, Section 2:\r\n2. Two-character labels. All two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such labels may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator, provided that such two-character label strings may be released to the extent that Registry Operator reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard.\r\nThe Registry Operator may also propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes, subject to approval by ICANN. Upon conclusion of Registry Operator\'s designation as operator of the registry for the TLD, all such labels that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

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

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\r\nNone

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

None\r\n

Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

\r\nAs permitted under Specification 5, Section 2, Registry Operators may propose the release of the two-character ASCII label reservations where there is the ability to avoid confusion with the corresponding country codes, subject to approval by ICANN.\r\n\r\nWe are not seeking an amendment to the Registry Agreement, rather we seek approval from ICANN in the form of a written waiver stating that Famous Four Media Registry Operators are permitted to make available for registration those two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 list and for which there are no corresponding country-code operators.

Benefits of Service

Describe the benefits of the Proposed Service:

\r\nThe release of these strings will provide greater consumer choice and competition in the market place and we anticipate that demand for these two-character labels will be high. Two-character strings are highly memorable and accordingly, will benefit both registrants hoping to promote their sites popularity and also end-users. Registrants will clearly benefit from the increased choice.

Competition

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

\r\nThere can only be positive effects on competition, because the names would be released for sale into the general marketplace.

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

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\r\nThe number of possible industries and sectors which constitute the markets in which the Proposed Registry Service would compete are unlimited, i.e., truly global.

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

\r\nLegacy TLD registry operators permit IDN registration in their TLDs. A list can be found on the IANA website: http://www.iana.org/domains/idn-tables.

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?:

\r\nNo

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.:

\r\nThe Registry Operators will be working with Famous Four Media\'s registrar channel (which is open to all ICANN accredited registrars) in order to offer these names to the public.

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.:

\r\nThe registrars we have spoken to have serious interest in distributing these strings.

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).:

\r\nNo.

Security and Stability

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

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\r\nNo.

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

\r\nN/A

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

\r\nNo.

Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

\r\nAll existing intellectual property rights protection mechanisms would apply.

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

\r\nNo.

List Disclaimers provided to potential customers regarding the Proposed Service:

\r\nN/A

Any other relevant information to include with this request:

\r\nNo.