Registry Services Evaluation Policy (RSEP) Request

March 16, 2018

Registry Operator
Minds + Machines Group Limited
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Seattle, Washington 98119

Request Details
Case Number: 00886208

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

IDN (Chinese) Support

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

The Proposed Service is proposed for .fashion, .fit, .xn--g2xx48c, .beer, .yoga, and .wedding. Minds + Machines Group Limited would like to provide Chinese language support in the listed TLDs. Variants would be blocked. Please see attached IDN tables.

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?

MMX has received feedback from multiple registrars indicating that Chinese language support was desired by their
customers. In addition, Chinese language support in these TLDs would help further the stated goals of the New gTLD
Program, namely enhanced competition (by making these TLDs competitive in the Chinese language market), consumer
choice (as this is a requested feature), and additional geographic diversity (since the majority of purchasers of Chinese
language domain name would be in primarily Chinese-speaking regions).

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?

MMX has been informed by multiple registrars, including West.cn, Guoxu, and EJEE of their-- and their customers'--desire for
Chinese IDN support.

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?

MMX is not seeking a formal endorsement of the service. Informally, however, as described above, we believe that the

service would be welcomed by registrars and registrants.

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

MMX does not anticipate any objection to the introduction of this service as we have already obtained approval for previously submitted RSEP (Chinese IDNs) for .vip, .work and .law.

TIMELINE

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

MMX plans offer Chinese IDNs as soon as ICANN has approved this RSEP

BUSINESS DESCRIPTION

5. Describe how the Proposed Service will be offered.

Chinese language IDN support will be added to services offered by MMX and its registry services provider, Nominet, and
registrars may optionally implement it. MMX already offers multiple IDN code points, the Chinese language code points will
simply be an addition. Chinese language IDN support will be offered to all ICANN-accredited registrars who have signed an
RRA with an MMX-controlled entity.

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

MMX's registry services provider, Nominet's proprietary registry platform has been fully tested and passed all quality
assurance (QA) stages, including the functionality needed to provide Chinese IDN support.

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

There are no relevant RFCs or white papers on the proposed service at this time.

CONTRACTUAL PROVISIONS

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

Update to Exhibit A to include "Chinese" and the listed code points.

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

MMX does not believe that this service will require any additional reporting of data.

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

MMX does not believe that this service will have any impact on whois

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

MMX does not believe that this service will have any impact on the price of a domain name registration

CONTRACT AMENDMENTS

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

Update to Exhibit A to include "Chinese" and the listed code points.

BENEFITS OF PROPOSED SERVICE

13. Describe the benefits of the Proposed Service.

The Proposed Service will benefit Chinese language speakers who wish register domains in that native language.

COMPETITION

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

Allowing MMX to provide this service will allow it to fairly compete with substantially similar offerings already in place in other
new gTLD registries.

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

As the affected gTLDs are authoritative and unique, strictly speaking there is no competition. More broadly construed,
however, the market in which we are competing with other registries offering similar services is that part of the registrar
market that services Chinese language speakers.

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

.com has enabled Chinese language code-points

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?

Because only the registry can authoritatively allow registration of a name, only the registry is able and qualified to offer the
service. By the same reasoning this service cannot impair the ability of other registries to introduce a similar service.

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 development and provisioning of the service will be done by MMX in consultation with Allegravita (with relation to drafting
the code points) and Nominet (who will implement the code points in MMX's TLD).

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. As described above, we have had discussions with registrars who are eager to provide their customers with the ability to
register names in Chinese characters.

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).

We are not aware of any such documents.

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.

MMX does not anticipate any effect on the throughput, response times, consistency, or coherence of responses to internet
servers or end systems as a result of implementation of Chinese IDN code points.

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

No technical concerns have been raised about the proposed service.

OTHER ISSUES

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

MMX does not believe that the implementation of Chinese language IDN code points will have any intellectual property
considerations

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

No.

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

We have provided no disclaimers to potential customers regarding the proposed service.

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

Your questionnaire is very thorough. Please don't hesitate to contact us if you need further information

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
Minds + Machines Group Limited	beer	2014-01-09
Minds + Machines Group Limited	fashion	2014-07-03
Minds + Machines Group Limited	fit	2014-11-07
Minds + Machines Group Limited	wedding	2014-04-24
Minds + Machines Group Limited	xn--g2xx48c	2015-01-30
Minds + Machines Group Limited	yoga	2014-05-29