From Asia / For Asia:

Global Recognition. Regional Significance.

THE DOT ASIA . ORG / NISATION
Asia to date:

• Milestones:
  – First discussions: 2000
  – Submission of proposal (to ICANN): March 16 2004
  – Approval of ICANN: Dec 2005
  – Signing of Contract with ICANN: Dec 6, 2006
  – Entered into Root: May 3, 2007
• Pre-Sunrise:
  – Governmental Reserved Names -- COMPLETE
• Pioneer Domains Program
  – Global Brands & Community Pioneers -- COMPLETE
• Sunrise: Oct 9 2007
.Asia Sunrise

- **Sunrise 1: Governmental Reserved Names**
  - Government related names in Asia
- **Sunrise 2: Registered Marks**
  - Registered Trademarks / Service Marks
- **Sunrise 3: Registered Entity Names**
  - Company names
.Asia Sunrise Schedule

• October 9, 2007:
  – Sunrise 1: Governmental Reserved Names
  – Sunrise 2: Registered Marks
    • Sunrise 2a (Oct 9-30): Early Bird Sunrise

• November 13, 2007 – January 15, 2008:
  – Sunrise 2: Registered Marks
    • Sunrise 2b: General Registered Marks
    • Sunrise 2c: Extended Protection
  – Sunrise 3: Registered Entity Names

• Start / End Times:
  – Start Time: 12:00 noon UTC
  – End Time: 23:59:59 midnight UTC
Pre-Sunrise / Sunrise 1

- **Reserved Names Policy**
  - Tier 1: Country names and variants
  - Tier 2: Major city / place names
  - Tier 3: Other important city / place names, trademark / service marks in use

- **Identify GACKREF** (Government ACKnowledgment REFerence)
  - ICANN GAC representatives as default
  - Coordination w/ ccTLD managers
  - Best commercially reasonable effort to outreach

- **Reserved Names List**
  - March 21 – August 31, 2007
  - Suggested list prepared
  - 6 email or fax reminders to each GACKREF
Pre-Sunrise Status

- Total AP countries / economies defined by ICANN: 73 countries / economies
- Reachable: 55 countries / economies
- Regular Contact Established: 35 countries / economies
  - with Gov / GAC Rep: au, hk, in, ir, jp, my, ph, qa, sg, tw (10)
  - with ccTLD (including ccTLD managed by Gov): ae, af, bt, cn, id, il, kr, kw, kz, mn, mo, nu, nz, sa, sy, th, tj, uz, vn, cx, jo, la, lk, pg, pw (25)
- Not in above 35 but a
  - GAC members: am, az, bd, kh, ck, cy, ge, pk, to, tr, ye (11)
  - APTLD members: fj, nf, ps, sb, tk (5)
  - Commercially branded ccTLD: cc, tv, ws, fm (4)
  Total: 20 countries / economies
- Numbers of Government Reserved Names: 4,525
Sunrise 2: Registered Marks

• Registered Trademarks / Service Marks
• Trademark offices (worldwide):
  – WIPO ST.3: Recommended Standard on Two-Letter Codes for the Representation of States, Other Entities and Intergovernmental Organizations
• Refined into 3 Sub-Phases
  – Sunrise 2a (SR2a): Early Bird Sunrise
  – Sunrise 2b (SR2b): General Marks Sunrise
  – Sunrise 2c (SR2c): Extended Protection
Potential SR2c Applications

- Trademark “XYZ” in TM Class 16: Paper
- Brand owner can protect their name with names relevant with their lines of business
  - XYZpaper.Asia / XYZcardboard.Asia /
  - XYZstationery.Asia / XYZbooks.Asia /
  - XYZcalendars.Asia / XYZcanvas.Asia /
  - XYZbookbinding.Asia / XYZphotographs.Asia /
  - XYZadhesives.Asia / XYZpaintbrushes.Asia /
  - XYZtypewriters.Asia / XYZpackaging.Asia …
Sunrise 2 (cont.)

3 general indicators for locality for which an application comes from:

• In terms of CED: There were applications coming from **25 localities**, with the top 2 being AU (Australia) and HK (Hong Kong), followed by SG (Singapore) and CN (China). Further followed by JP (Japan), KR (Korea), NZ (New Zealand) and IN (India).

• In terms of Registrant: There were applications coming from about **50 localities**, with the US leading by far, followed by DK (Denmark) and DE (Germany). Further followed by AU (Australia), CH (Switzerland), JP (Japan) and NL (Netherlands).

• In terms of TM invoked: There were applications coming from about **60 localities**, again with the US leading by far, followed by EM (European Community Trademark). Further followed by GB (Great Britain), WO (WIPO International Trademark Office), JP (Japan), DK (Denmark), CN (China) and AU (Australia).
Sunrise 3: Registered Entity Names

• SR3 Applications are Unverified
• Applications will be checked for consistency between:
  – Registrant Contact / Registered Entity Name <i>pr:name</i> / Domain Name Applied For
• Documentary Requirement
  – MUST be submitted, posted publicly
  – Submission of URL
  – Or uploaded (within 10 days of submission of application)
• Other Considerations:
  – Registered within Asia
  – Must be registered on or before Dec 6, 2006
Membership

• Sponsor Members
  – AP ccTLD managers (20)
  – 8 seats in the Board

• Co-Sponsor Members
  – Regional Internet organisations in AP (3)
  – 2 seats in the Board
  – Advisory Board / Proceeds Steering Committee

• Membership Briefing and New Sign-up Form
  Available at www.registry.asia
Member Benefit

DotAsia Members are expected to benefit from:

- Participation in the governance of the first global TLD from Asia, for Asia
- Bringing views and perspectives from local or constituent communities to the policy development and activities of the .ASIA registry
- Participation in the development of the directives of DotAsia, as a not-for-profit organisation, to reinvest its proceeds back into the Asia community
- Involvement in the promotion of the adoption and usage of the Internet in Asia at large
- Collaborative of efforts and sharing of ideas for the development of the community between counterparts and like-minded organisations around Asia
Member Contribution

DotAsia Members are expected to contribute to:

– The promotion of the .ASIA domain:
  • Assist in raising public awareness of the .ASIA domain in general
  • Work closely with the .ASIA Registry on activities in the local or constituent communities
  • Jointly promote positive usage of domain names including .ASIA and the ccTLDs in the local or constituent communities

– Participate in meetings and discussions for development of DotAsia

– The nomination of board and advisory council members

– Vote during elections and constitutional matters

– Help identify or develop community programs suitable for DotAsia to participate in
Key Providers:

- **Registry Technology Provider**
  - Registry systems and DNS Resolution
  - Afilias Limited

- **Verification Agent**
  - Verifying claims for applications
  - Outreach to brand and mark owners
  - Deloitte
    - Principal Worldwide Verification Agent
  - AGIP (Abu-Ghazaleh Intellectual Property)
    - Regions in Middle East and South Asia

- **Auction Partner**
  - Online auction platform
  - Pool.com (http://dotasia.pool.com)
Support to Community Events

- **ICANN**
  - Lisbon, Puerto Rico, and LA
  - Regional Industry Gathering in HK (July)

- **APRICOT**
  - Bali 2007
  - Taipei 2008: in Discussion

- **APNG Xi’an**
  - Blog project with APNG camp participants

- **APTLD, AP*, APAN, etc.**

- **Others:**
  - INTA
  - Interop Japan
  - Domain Forum HK
  - Wikimania 2007
Pioneer Domains Program Update

• Over 350 domain names applied for
  – Prominent Global Brands
  – Pioneer Challenge Process posted
    • Expected to run for ~30days

• Public Participation
  – http://www.icannwiki.org/DotAsia-Polling-Grid
Stay tuned!

- Celebrity Pioneers
  - Priority: After Sunrise (before Landrush)
- Sunrise 2c & Sunrise 3
  - Additional Guidelines from Verification Agent
  - Incorporates feedback from World Tour
  - Handling of Pinyin, Romaji, etc.
- World Tour Extended
  - Seeking willing hosts