The Registrants: Concerns and Programs for Protection

~ Experience From DotAsia Sunrise Policy
Types of Registrants

• Registrars today serve:
  – Individual customer / SME
    • Focus on hosting / email package
    • High renewal rate
  – Reseller
    • Different API from registrars mixed
    • From reseller to registrar
  – Large Corporation / Multinationals
    • A decision making process involved
    • Trademark in non-English language
    • Services required: Transfer / Dispute / Enforcement
  – Domainers
Domainers:

- What names are they going after?
  - Popular search term word that helps drive / monetize traffic
  - Right-hand / left-hand composition
  - Product + Trademark Class combination
  - Typo
  - IDN
Building value of a TLD registry

• Policy Development
  – Important consideration throughout application and clarification during ICANN process
  – Sunrise Policy: Developed through extensive and public process with industry input
  – Studied and learned extensively from previous Sunrises

• Making it “Useful”
  – One of the greatest challenge for new TLD is to encourage positive usage and active content
  – Which in turn drives Traffic, Awareness and value for domain names
DotAsia Charter Eligibility Requirement

- Akin to “Local Presence” requirement
  - One (only 1 required) of the Domain Contacts associated with the Domain Name must be a legal entity in the DotAsia Community
  - Legal Entity: Natural Persons, Corporations or Companies, Cooperatives, Partnerships or Collectives, Government Bodies, etc.
  - Asia address is not required (i.e. an HK citizen living in USA is eligible to be a CED – Charter Eligibility Declaration – Contact)

- Domain Contacts
  - Registrant, Admin, Tech, Billing

- DotAsia Community
  - ICANN Asia / Australia / Pacific Region
  - 73 economies / countries (ISO 3166 code)
CED Contact Responsibility

- Registrant always remains operating contact and is liable for all activities of the domain
- CED Contact and Registrant Contact are jointly responsible for the domain registration with regards to domain disputes
  - i.e. both have responsibility to respond to UDRP
  - CED Contact responsible for contacting and referring case to Registrant
Document Submission

• Complete online application process
  – Submission of Documents are required only upon request
    • SR3 documents could be submitted along with application via EPP
  – Documents can be uploaded electronically

• Simple process for Registrars
  – One step process for all applications
  – OPN (Operations & Notifications) Contact
DotAsia OPerations & Notifications Contact

- OPN Contact
  - May be Registrant nominated (Registrar implementation)
  - Registrar may assume role or dedicate special team as OPN Contact for all applications
- Sunrise Documentary Evidence Requests
  - Requests and reminders are sent to OPN Contact AND Registrar Sunrise Notification Email
  - Login instructions sent to OPN Contact (And Registrar)
- Bidding during Auctions
  - Notifications sent to OPN Contact (And Registrar)
- Registrar remain responsible for Customer Support
Other General Sunrise Policies

• Acceptable Match
• Amendment
• Reconsideration (additional fee)
  – Within 7 days of notice of failure of verification
  – Additional info may be provided (including adjustment for Domain Name Applied For)
  – Reconsideration applicable only once
  – Applicant not to be biased by decision at other avenues of recourse, e.g. UDRP

• Multiple Applications to Same Domain
Multiple Applications for a Domain

- **Sunrise 1**
  - First-Come-First-Served

- **Sunrise 2, Sunrise 3 (and Landrush)**
  - All applications during each particular sunrise period (SR2a / SR2b / SR2c / SR3) are considered to be received at the same time
  - If domain has only one successfully verified application, it is allocated accordingly
  - If domain has more than one successfully verified application, auction is held between the successful applicants
Auction Arrangement and Concept

• General Arrangement
  – Reasonably prior to auction being held (Quiet Period), successful applicants will be provided information of other bidders (Quiet period to be at least 10 days)
  – Applicant may initiate dispute at competent court or tribunal
  – English style auction

• Concept
  – Fair allocation (instead of lottery-like situation at initial rushes)
  – Work with one trusted Registrar (instead of having to go to multiple registrars to try to get to the head of the queue)
  – More economical (most marks are unique and there is no need to pay multiple registrar to increase chances)
  – Encourage usage (highest bidder more likely to use domain: with greatest marginal utility for domain)
Pre-Submission Services

• Offered in conjunction with Deloitte
• Pre-Application Audit
  – Same vigilance as verification process
  – Conformance of applications to Sunrise policies
  – Formatting and documentary evidence preparations
  – Identify potential Sunrise Applicants
  – Suggestion of Potential Sunrise Applications
  – Pre-Verified Code (to be submitted to Registry)
  – Additional Fees
.ASIA EPP Extensions

• General:
  – EPP1.0
  – Similar to .INFO / .ORG / .MOBI
• IPR Extensions (Extension to Domain Object)
• CED Extensions (Extension to Contact Object)
• Optional Features
  – OPN Contact (Required during Sunrise)
  – Reseller field
EPP Extensions Summary

- **Domain Extensions:**
  - domainCreate / domainUpdate / domainInfo

- **IPR Domain Extensions (Sunrise):**
  - <ipr:name>
  - <ipr:number>
  - <ipr:ccLocality>
  - <ipr:regDate>
  - <ipr:appDate>
  - <ipr:class>
  - <ipr:entitlement>
  - <ipr:form>
  - <ipr:type>
  - <ipr:preVerified>

- **DotAsia Domain Extensions**
  - <asia:contact type="ced">
  - <asia:contact type="opn">
  - <asia:contact type="regAgent">
  - <asia:maintainerUrl>

- **DotAsia Contact Extensions (CED):**
  - contactCreate / contactUpdate / contactInfo
  - <asia:ccLocality>
  - <asia:localitySp>
  - <asia:localityCity>
  - <asia:legalEntityType>
  - <asia:identForm>
  - <asia:identNumber>
  - <asia:otherLEType>
  - <asia:otherIdentForm>
Thank You

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