Local Presence Requirement
- .JP -

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Yumi Ohashi
Japan Registry Services Co., Ltd. (JPRS)
http://jprs.co.jp/en/

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.JP applies local presence policy (1/2)

- 2nd level JP domain names (EXAMPLE.JP)
  - A registrant must be individual, group, or organization which has a permanent postal address in Japan.
  - With the address, a registrant must receive all the notices sent by JPRS and the dispute resolution providers.

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.JP applies local presence policy (2/2)

- Organizational/Geographic Type JP domain names (EXAMPLE.CO.JP)
  - Local presence requirements per organizational type are defined.
  - Example:
    - CO.JP: Companies (“kaisha”) having an official corporate registration in Japan.
    - GO.JP: Japanese government authorities, research institutes under Japanese authority's jurisdiction, and government-affiliated corporations.
    - OR.JP: Judicial persons (other than “kaisha”) established under the laws of Japan.

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Aim of the policy

- To secure opportunity to register JP domain names for Japanese Internet users
  - JP domain name is meant to be the interest of the Internet community in Japan.
  - Squatters and unnecessary defensive registrations from abroad should be avoided.
- To make clear the value of .JP as a ccTLD
  - By building perception that .JP is the domain name for the community in Japan.

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Difficulties involved in the policy

- Definition of the requirements
  - What constitutes a local presence? - no standard
    - Corporate registration? Resident registration? Working mailing address? P.O. Box?
  - Should a local community located geographically abroad be qualified?
- Effectiveness
  - For 100% certainty, we would have to require documentary proof for every request for registration - onerous and unfeasible.
- Continuous assurance
  - Impossible for us to trace registrant's change of address constantly.

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Points we should consider in applying local presence policy

- Is possession of physical address really appropriate as a branding strategy of the ccTLD?
  - In order for the ccTLD to serve the interest of the relevant community.
- How much rigor of the policy is acceptable from the marketing/registry business point of view?
  - Local presence requirements may impose restriction on expansion of the ccTLD.
  - Strict vetting will undermine speediness/efficiency of the registration service. Lax enforcement will undermine effectiveness of the policy.
- Will the dispute resolution scheme properly function in the cases where a registrant does not have local address?

etc…

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Thank you!

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