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

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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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