



LK DOMAIN REGISTRY

Your Sri Lankan Identity in Cyberspace

Stakeholders Rights:

POLICIES OF THE LK DOMAIN REGISTRY

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Challenge

Domain registration has many stakeholders

- Current Registrant
- Prospective Registrant
- Web Developer / Hosting Service Provider or another with control of the domain name
- Trademark holder
- A person with a similar name or connected to the name
- Reseller
- Domain Registry
- Government
- Public

Balance the rights of all stakeholders.

Domain Registration / Reservation

- First-come-first-serve basis
- Check when registering domains
 - Registrant-related details
 - Domain-related details - for Schools, Associations/Unions, Banking, Gambling, Insurance, Political, Religious, etc...
- Instant Reservation - Manual confirmation (within three working days)

**Make sure the proper person registers the domain,
not just anyone at random.**

Bulk Domain Reservation

- Protect your brand name, trade name or trademark

Ex: Fonterra - dairy co-operative company

Brands - **Fonterra**, **Anchor**, Raththi, Shapeup, Pediapro, Anlene

- Lower cost
- Make sure that your customers are safe

Ex 1: Domain translation and transliteration

easy.lk - **simple.lk**, **lesi.lk** (sinhala translation)

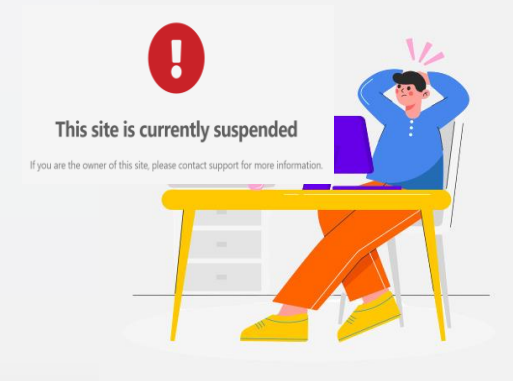
Ex 2: Domain typosquatting

google.lk - **goolge.lk**

Enables you to protect your identity in cyberspace.

Domain Suspension

- Renewal / Suspension / Deregistration notices are sent
- On expiry, a domain is first **suspended** for 30 days, and then deregistered thereafter
 - To protect registrants who do not realise their domain has expired
 - Gives priority to **current** registrant over new requestor

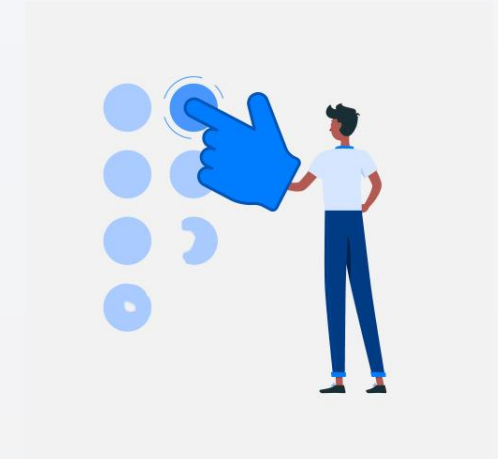


Freepik

Mitigate the effect of drop-catch activities on our registrants

Domain Interest

- Allow expression of interest in a registered domain
 - When registration is active
 - When it is suspended
 - No charge
- If a domain is deregistered, registration is first offered to those who expressed interest
 - In the sequence they requested



We encourage people to be proactive.

Summary

- Make sure the proper person receives the domain
- Support trademark protection
 - Bulk Domain Reservation
- Protect registrants who forget to renew their domain
 - Domain Suspension
- Support prospective registrants to get domains upon deregistration
 - Domain Interest

We want to study the strategies of other Registries



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THANK YOU!

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