



New Generic Top-Level
Domains

New Top-Level Domains (gTLDs)

London
10 November 2011

Who Can Apply?





Any established corporation, organization or institution in good standing.

Evaluation fee US \$185,000

Rules in *The Applicant Guidebook*

Who is not eligible:

-  Individuals or sole proprietorships
-  Yet-to-be formed legal entities or applications presupposing the future formation of a legal entity

Types of TLDs

- **Community-based**
- **Geographic Names**
- **Internationalized Domain Names (IDN)**
- **Standard (i.e., everything else)**



**Special Rules /
Added Requirements**

Community-Based Applications

A gTLD that is operated for the benefit of a clearly defined community.

- In cases of contention for same TLD name, Community TLDs receive preference.
- Application must be endorsed by one or more established institutions representing the community the applicant has named.
- Required to operate the gTLD within self-specified restrictions described in their contract.

Applications for geographic names must give appropriate consideration to the interests of governments

- Geographic names primarily defined by ISO and U.N. lists.
- Country names cannot be registered as TLDs
- Regional and sub-regional names and capital cities require approval of relevant government(s).
- City names require government government approval in certain circumstances.

Internationalized Domain Name (IDN)



- Domain names include characters used in the local representation of languages not written with the basic Latin Alphabet.
- IDN applicants must provide the applied-for gTLD string in native script and English characters.
- Must comply with IDNA protocol and IDN Guidelines

.Serbia → .CPБ

.India → .ভারত

.한국 → .Korea

.ไทย → .Thailand

.РФ → .Russia

When Can I Apply?



2012

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29			

February

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

April

Where to Apply?

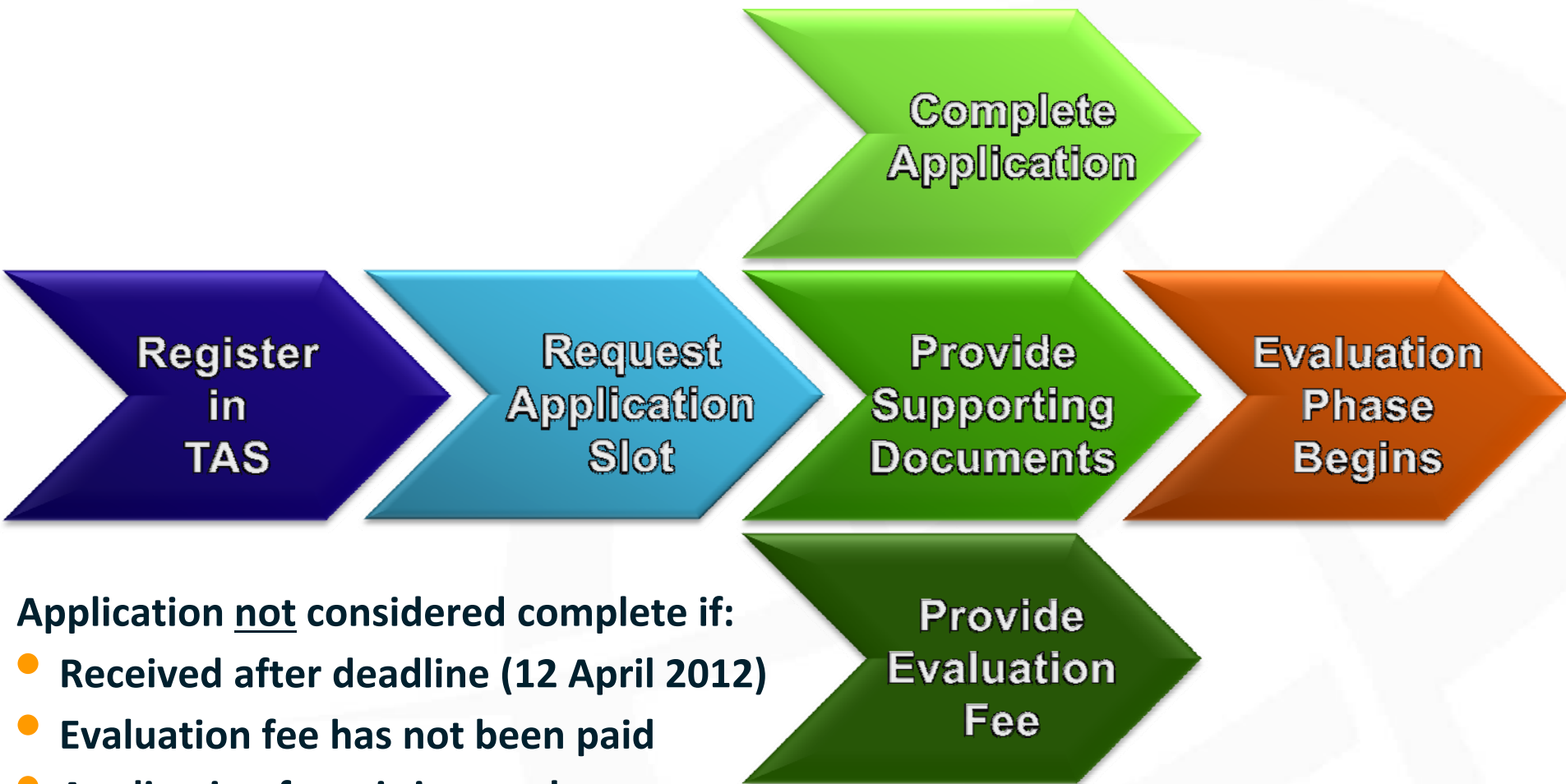
- **At the web-based TLD Application System –TAS**
 **Located on the New gTLD Website**

Tips:

- ✓ **Consult your Applicant Guidebook**
- ✓ **Plan for all fees and processing time**
- ✓ **Be sure to attach all appropriate documentation**



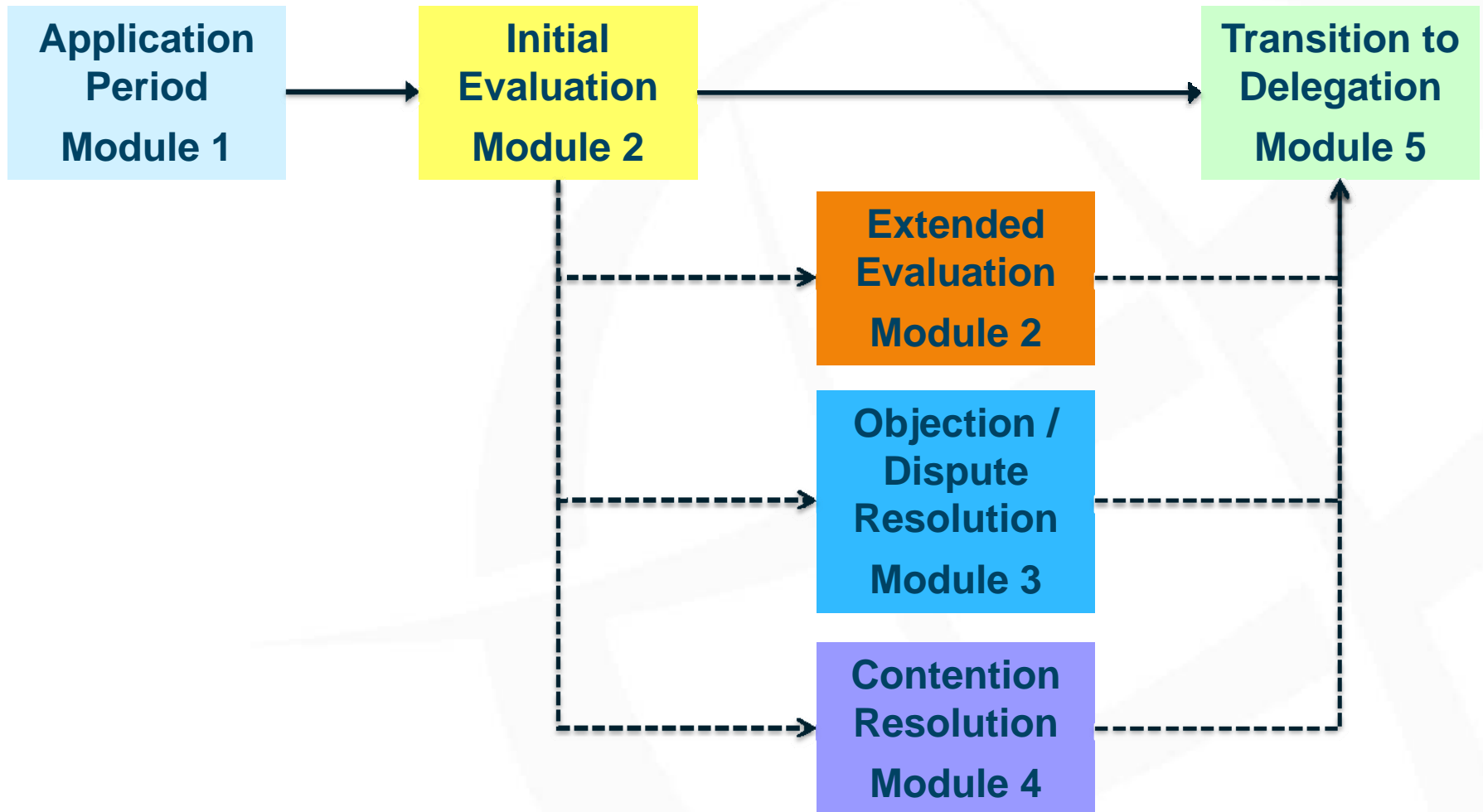
Application Process



Application not considered complete if:

- Received after deadline (12 April 2012)
- Evaluation fee has not been paid
- Application form is incomplete

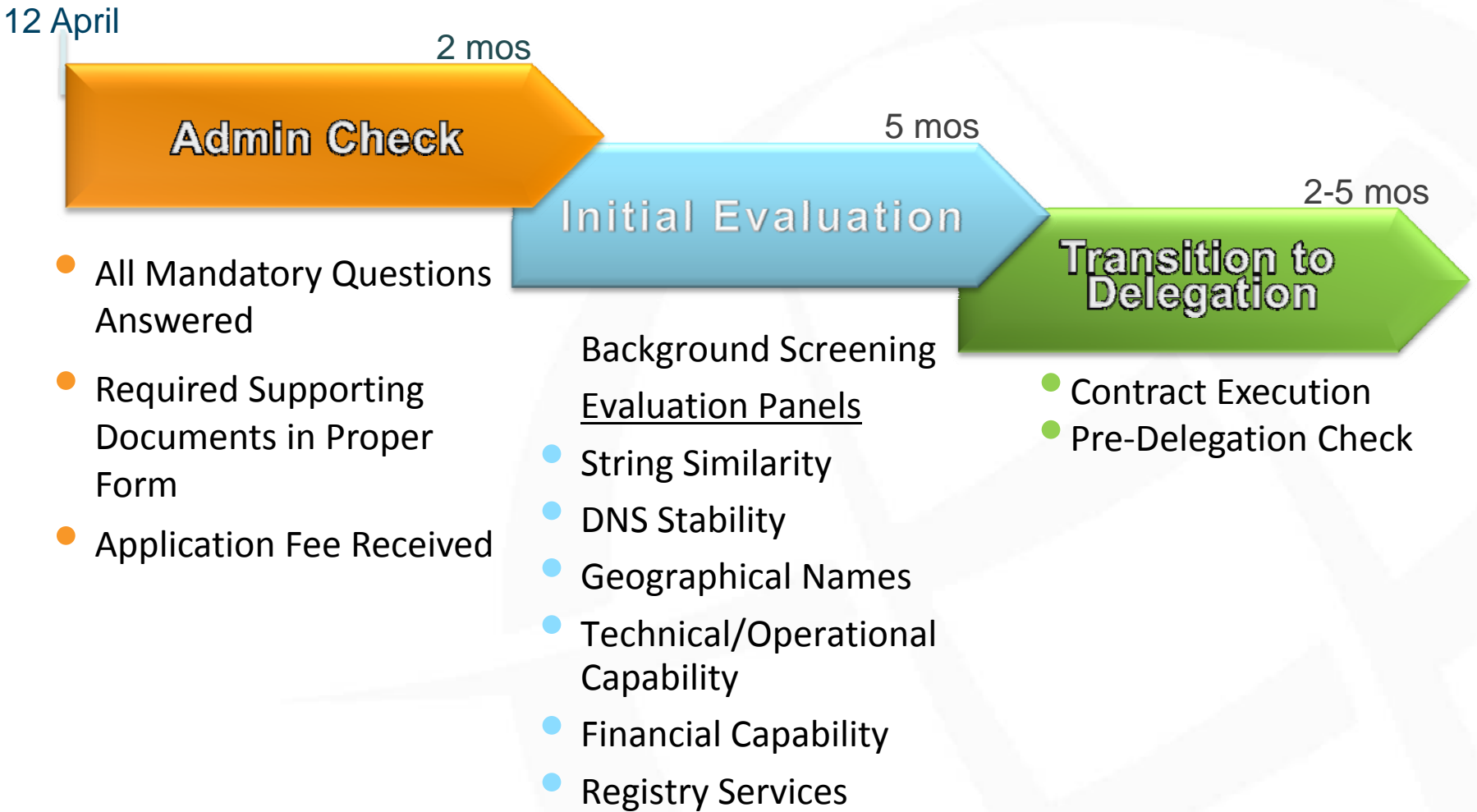
Evaluation Process



Program Timeline



Basic Evaluation Path



Initial Evaluation

String reviews

- String confusion
- Reserved names
- DNS stability
- Geographic names

Applicant reviews

- Technical & Operational capability
- Financial capability
- Registry services

Protecting Important Interests and Rights

Grounds for Formal Objection

- String Confusion – *string causes confusion*
- Legal Rights – *infringement of the objector's rights*
- Limited Public Interest – *violates principles of int'l law*
- Community – *misappropriation of a community label*

GAC Advice on New gTLDs

- concerns based on national laws or other sensitivities

Objections and Dispute Resolution

Objection Filing Period

- Formal objections can be filed with dispute resolution service providers
- May be on any of 4 objection grounds

Response

- Applicant may file response to objection

Adjudication

- Dispute resolution service provider convenes expert panel
- Panel provides Expert Determination

Resolution of String Contention

- I. Community Priority Evaluation
 - Only available for community-based applications
 - Evaluation based on a set of four criteria
 1. Community Establishment
 2. Nexus Between Proposed String & Community
 3. Registration Policies
 4. Community Endorsement
- II. Agreement of the Parties
- III. Auction Procedures – Mechanism of last resort

Transition to Delegation

2 mos



Transition to
Delegation

- Registry agreement with ICANN required
- Executed within 9 months of the notification date

Pre-Delegation Testing

- Technical testing required

Delegation Process

- Begins with successful completion of pre-delegation testing
- May include additional technical steps.

Key Dates

2011

12 January	Application Window Opens
29 March 12 April	Initial Registration Due Applications Complete / Window Closes
1 May	Strings Posted Opens: <ul style="list-style-type: none">✓ Application Comment Process✓ GAC Early Warning✓ GAC Advice Period✓ Objection Period
12 June	Initial Evaluation Begins
30 June	Application Comment Process Closes GAC Early Warning Closes
12 November	Initial Evaluation Closes → Results are Posted

Key Dates

2011

29 November Last day to elect Extended Evaluation

30 November Begins:

- ✓ Extended Evaluation
- ✓ Transition to Delegation (for Clean Applications)
- ✓ String Contention (for Applications not in Dispute Resolution or Extended Evaluation)

GAC Advice Period Closes
Last Day to file an Objection

2012

30 April Extended Evaluation Closes
Dispute Resolution Closes
Results & Summaries Posted

15 May String Contention Opens (for Applications with Variables)

30 May String Contention Closes (for Clean Applications)
→ Results Posted

Whether or not I Choose to Apply...



Monitor the program to understand potential benefits and risks:

The New gTLD Program is intended to bring benefit to the billions of Internet users who do not apply for a TLD

- ✓ Understand new opportunities
- ✓ Impact to brand/trademark
- ✓ Impact to community and geographic names
- ✓ Changes to Internet
- ✓ User behavior

More Information

New gTLD Program

<http://icann.org/newgtlds>

Applicant Guidebook

<http://www.icann.org/en/topics/new-gtlds/dag-en.htm>

Questions

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Domains

Thank You!