

INDEPENDENT REVIEW PROCESS

INTERNATIONAL CENTRE FOR DISPUTE RESOLUTION
ICDR CASE NO. 01-20-0000-6787

NAMECHEAP, INC.

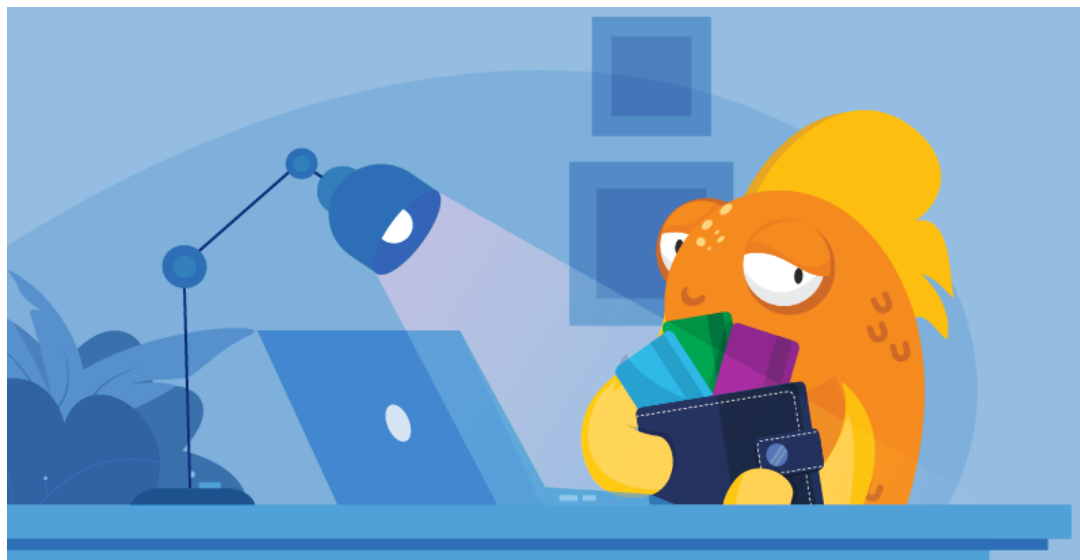
v.

INTERNET CORPORATION FOR ASSIGNED
NAMES AND NUMBERS

**INDEX TO DOCUMENTS SUBMITTED WITH ICANN'S
SUR-REBUTTAL BRIEF ON THE MERITS**

Exhibit	Description
R-56	“Price Increase News for Donuts Domains,” Namecheap Blog (25 September 2019).
R-57	“Why Domain Extensions Arent’t All created Equal” Namecheap Blog (22 July 2019).
R-58	“Renew Your Domains in Advance to Save Money,” Namecheap Blog (20 July 2017).
R-59	“Price Increase on Certain Domains,” Namecheap Blog (7 January 2019).

Ex. R-56



Domains, News

Price Increase News for Donuts Domains

 Namecheap Staff | September 25, 2019

 0

3 min read

Here at Namecheap, we have great partnerships with many different registries. This means that we can provide our customers with a wide selection of top-level domains at low prices.

On October 1st, 2019, domain registry **Donuts** will be increasing the standard prices of the majority of their top-level domains.

Unfortunately, in response to the news from Donuts, we must raise our prices on these domains as well.

[Skip to main content](#)

Which Donuts Domain Prices Are Changing?



TLD	Registration	Renewal	Transfer
.live	\$20.88	\$22.88	\$20.88
.world	\$26.88	\$28.88	\$26.88
.life	\$26.88	\$28.88	\$26.88
.network	\$18.88	\$20.88	\$17.88
.services	\$26.88	\$28.88	\$26.88
.email	\$18.88	\$20.88	\$17.88
.today	\$18.88	\$20.88	\$17.88
.rocks	\$10.88	\$12.88	\$10.88
.agency	\$18.88	\$20.88	\$17.88
.solutions	\$18.88	\$20.88	\$17.88
.ltd	\$18.88	\$20.88	\$17.88
.ninja	\$16.88	\$18.88	\$16.88
.media	\$27.88	\$29.88	\$27.88
.digital	\$27.88	\$29.88	\$27.88
.news	\$20.88	\$22.88	\$20.88
.studio	\$20.88	\$22.88	\$20.88
.wtf	\$27.88	\$29.88	\$27.88
.zone	\$27.88	\$29.88	\$27.88
.run	\$18.88	\$20.88	\$17.88
.photography	\$18.88	\$20.88	\$17.88

[Skip to main content](#)

Despite the fact that the standard prices on these domains are increasing, some of our TLDs have promotional prices, which means there is still an opportunity to grab some of them before prices go up. You can always

Why Is Namecheap Raising the Prices of Donuts Domains?

To answer this question, it's helpful to understand a little about how the registrar-registry relationship works.

Top-level domains are managed by registries such as Donuts. To find out if your dream domain name is available, you must check its availability with a registrar, such as us—Namecheap.

After your query, we then check with the registry to see if your domain is available.


As a registrar, Namecheap's job is to tell the registry to reserve your dream domain, meaning that no one else can have it. We also provide customer support, account management and other helpful features that make your life as a domain owner easier.

Because of this, **if a registry increases its domain prices, we have to as well. Our price increase reflects theirs and considers other costs, such as operational expenses.**

With all of our top-level domains, you will still benefit from 24-hour **customer support**, **a free domain privacy** subscription, and our other awesome products.



Was this article helpful?  7

 Show the conversation

Help us blog better

What would you like us to write more about?

[Skip to main content](#)

[STARTUP & BUSINESS](#)

[ONLINE MARKETING](#)

[SECURITY & PRIVACY](#)

[PRODUCTS, APPS & DEALS](#)

[TECH TIPS & TOOLS](#)

[WORDPRESS](#)

[NEWS](#)

[DOMAINS](#)

[HOSTING](#)

Sign up for email updates covering blogs, offers, and lots more.

I'd like to receive:

- New blog post alerts
- Regular newsletter and special offers

Enter your email [Subscribe](#)

Your data is kept safe and private in line with our values and the [GDPR](#).

Current Deals at Namecheap →





Namecheap Staff

[More articles](#) written by Namecheap.

More articles like this

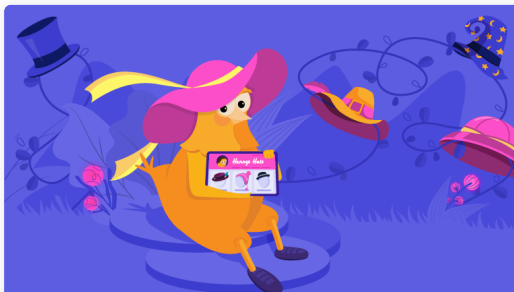


[NEWS] Tech community rallies around Ukraine

Cora Q. | Mar 11, 2022

7 min read

 0



#BreakTheBias in 2022, a call to action on IWD

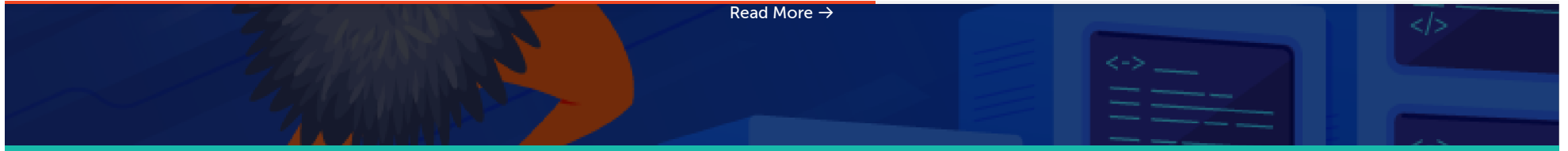
Ruth G. | Mar 7, 2022

2 min read

 0

[Skip to main content](#)

[Next Post](#)



[Read More →](#)



Domains

- [Domain Name Search](#)
- [Transfer](#)
- [New TLDs](#)
- [Personal Domain](#)
- [Marketplace](#)
- [Whois Lookup](#)
- [PremiumDns](#)
- [FreeDNS](#)

Hosting

- [Shared Hosting UPDATED](#)
- [WordPress Hosting](#)
- [Reseller Hosting](#)
- [VPS Hosting](#)
- [Dedicated Servers](#)
- [Private Email Hosting](#)
- [Migrate to Namecheap](#)
- [WebSite Builder](#)

WordPress

- [Shared Hosting](#)
- [WordPress Hosting UPDATED](#)
- [Migrate WordPress](#)

Security

- [Domain Privacy](#)
- [PremiumDNS](#)
- [VPN UPDATED](#)
- [2FA](#)
- [Public DNS](#)

Transfer to Us TRY ME

- [Transfer Domains](#)
- [Migrate Hosting](#)
- [Migrate WordPress](#)
- [Migrate Email](#)

SSL Certificates

- [Comodo](#)
- [Organization Validation](#)
- [Domain Validation](#)
- [Extended Validation](#)
- [Single Domain](#)
- [Wildcard](#)
- [Multi-Domain](#)

Blog

- [Domains](#)
- [Deals](#)
- [Engineering](#)
- [Entrepreneurial Lifestyle](#)
- [Managing a Business](#)
- [Marketing Tips](#)
- [News](#)
- [Products](#)
- [Security & Privacy](#)
- [Technology](#)
- [WordPress](#)
- [Working From Home](#)
- [Sign up for email updates](#)
- [Current Deals](#)
- [GDPR Commitment](#)
- [Contact Us](#)
- [Go to Namecheap.com](#)
- [Status & Updates](#)



Ex. R-57



Domains

Why Domain Extensions Aren't All Created Equal

Richard Adams | July 22, 2019

0

4 min read

So the dust has settled on the .INC domain launch, and a whole bunch of 'Incorporated' businesses across the U.S. now have pretty impressive new .INC web addresses. And they certainly should be impressive too, because .INC's certainly don't come cheap.

That's why this felt like the perfect time to examine why the price of .INC might be considered high. What made it so expensive in comparison to most other top-level domains (TLDs)? Why are some special? Why aren't all domain extensions created equal?

Who Sets The Price?

First, let's back up and take a look at who actually sets the prices for domain names in general...

You purchase domain names through a 'registrar' like Namecheap, but registrars get their TLDs supplied by 'registries'. These are the ones who actually control each TLD. So just like a standard store or shop, the registry sets the price and the registrar (like Namecheap) adds its markup.

So far so standard. And while it's important to understand the background context, it doesn't explain why registries set the wholesale prices of some TLDs so high.

What Are The Other Factors?

It's certainly not down to historical value. For example, we all know that .COM is still the king of TLDs. It's been around so long it now seems to go hand-in-hand with the internet itself. In fact, the most expensive domain names out there are all .COMs:

- LasVegas.com – \$90 million
- PrivateJet.com – \$30.18 million
- Voice.com – \$30 million
- Internet.com – \$18 million

- 360.com – \$17 million

But we're not talking about full domain names, we're only talking about top-level domain extensions. So unless you're trying to buy a popular .COM domain name that someone else already owns, the price of the .COM TLD itself can be comparatively cheap. If you go to the right place.

Is It Because It's New?

It may seem like the price is high because .INC is the freshest thing on the menu. While that is almost certainly a factor to consider, many new TLDs are released every year, and their prices still don't come close to .INC—like .DEV, which was also released this year, for example.

Mind you, the .INC domain certainly had two things in common with .DEV:

1. It was a brand new release
2. It had a relatively niche customer base

And it's the customer base that makes the difference here. While .DEV's core customer base is developers, .INC's customer base is corporate America. It doesn't take a genius to figure out that's quite a difference in business and budget size. The registrars know these type of organizations have deeper pockets. They know they can and will pay more. But, there's still more to it than that. It's not just about what people can afford to pay.

Paying For Brand Equity

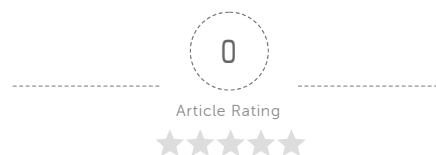
The Inc. abbreviation is recognized and renowned around the world. It's niche, and yet globally respected all at the same time. It shows potential customers and clients that you are incorporated in the U.S. and so your business is the real deal. It's a sign of quality and stability. It conjures up images of skyscrapers and sharp suits. It screams "I'M IN BUSINESS, AND I MEAN BUSINESS!" And that's all before anyone's even set eyes on your actual website. Not bad for three letters and a dot.

Pay More, Get More

Just like shares in an oil company will probably be worth more than shares in a toy company, a similar principle applies with TLDs like .INC. You're buying more than a new domain extension. You're buying extra recognition and brand equity, and ultimately more high-value customers, which means more overall business. It's not a purchase, it's an investment. It's about both instant gain and long term value.

This TLD that can either reflect your status or help propel you towards the big leagues. That's the key difference. It's not about what .INC is. It's about what it represents and offers.

So, next time you feel like gasping "How much!?!?" when you see the price of a TLD, ask yourself what it represents in terms of strategic and business value. If you have the right sort of business, would you really sacrifice massive brand equity and potential future business just to save in the short term? [Take a look at .INC for yourselves and find out.](#)



Was this article helpful?  4

 Show the conversation

Get the latest news and deals

Sign up for email updates covering blogs, offers, and lots more.

I'd like to receive:

- New blog post alerts
- Regular newsletter and special offers

Enter your email

Subscribe

Your data is kept safe and private in line with our values and the [GDPR](#).

Current Deals at Namecheap →

Help us blog better

What would you like us to write more about?

ALL

STARTUP & BUSINESS

ONLINE MARKETING

SECURITY & PRIVACY

PRODUCTS, APPS & DEALS

TECH TIPS & TOOLS

WORDPRESS

NEWS

DOMAINS

HOSTING

Send Suggestion

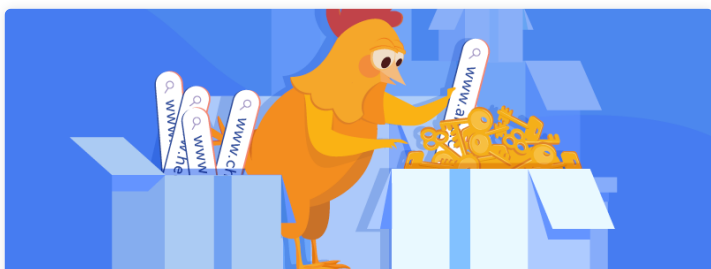


Richard Adams

Richard has over 10 years' experience working at major organizations and agencies, writing for brands such as BT Global Services, Oracle, Google, and eBay. This experience includes campaigns and projects across digital, social media, video, print, and branding... In short, he's ok with words.

[More articles](#) written by Richard.

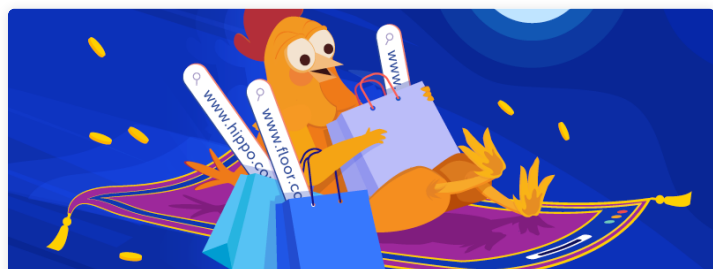
More articles like this



How to find domains related to trending keywords

Andrew A. | Mar 1, 2022

4 min read



Crazy domain sales in 2021

Andrew A. | Feb 16, 2022

4 min read

[Privacy](#) - [Terms](#)



Domains

- Domain Name Search
- Transfer
- New TLDs
- Personal Domain
- Marketplace
- Whois Lookup
- PremiumDns
- FreeDNS

Hosting

- Shared Hosting UPDATED
- WordPress Hosting
- Reseller Hosting
- VPS Hosting
- Dedicated Servers
- Private Email Hosting
- Migrate to Namecheap
- WebSite Builder

WordPress

- Shared Hosting
- WordPress Hosting UPDATED
- Migrate WordPress

Security

- Domain Privacy
- PremiumDNS
- VPN UPDATED
- 2FA
- Public DNS

Transfer to Us TRY ME

- Transfer Domains
- Migrate Hosting
- Migrate WordPress
- Migrate Email

SSL Certificates

- Comodo
- Organization Validation
- Domain Validation
- Extended Validation
- Single Domain
- Wildcard
- Multi-Domain

Blog

- Domains
- Deals
- Engineering
- Entrepreneurial Lifestyle
- Managing a Business
- Marketing Tips
- News
- Products
- Security & Privacy
- Technology
- WordPress
- Working From Home
- Sign up for email updates
- Current Deals
- GDPR Commitment
- Contact Us
- Go to Namecheap.com
- Status & Updates



The entirety of this site is protected by copyright © 2022 Namecheap. All rights reserved.

[Terms and Conditions](#) [Privacy Policy](#) [GDPR](#) [Cookie Preferences](#)



Ex. R-58



Domains

Renew Your Domains in Advance to Save Money

Andrew Allemann | July 20, 2017

2

3 min read

Most people renew domain names annually, signing up for another year right before it's about to expire.

And that seems like a good strategy to keep money in our pocket as long as we can.

However, there are good reasons to take a long-term approach with domain names. Domains can typically be registered for up to ten years in advance. Let's look at how renewing them for a longer period than a year might save you money and prevent a big headache down the road.

Save Money

As a domain name registrar, Namecheap is a retailer. When you [register a domain](#), Namecheap has to pay a wholesaler known as a registry for each top level domain or TLD (check out [this article](#) for more details on how this works).

Registries set a price on each TLD they offer, and the prices may change over time. They usually adjust prices upward, forcing domain registrars to increase their own prices for their customers.

But if you register for another six years right now, you only pay the current price per year, not the higher price you'll be paying in later years. That's can result in huge savings, especially if you have multiple domains.

And while 10%-per-year increases are steep, some domains can increase in price even more dramatically. Country-code domain names (those with two characters like .CA and .DE) have very few restrictions on future prices. Furthermore, new top level domain names that registries introduced over the past few years may have no price increase limits. With these domains, there's no way to predict what they may cost in the future.

Yet all of these domains can be renewed up to ten years in advance—at today's prices.

Don't Lose Your Domain

The other big reason to renew your domains many years in advance is to avoid an accidental lapse in your registration.

Every day thousands of domain registrations are deleted because people forgot to renew them or the credit card they had on file with their registrar was no longer active. These domains are usually snapped up by people who will charge a lot of money if you want to buy the domain back from them.

[Privacy - Terms](#)

Give yourself peace of mind by renewing your domains far in advance so you don't accidentally lose them.

Take a Look at Your Domains

You might not want to renew a domain name for ten years if you're not sure you'll be using it for long. But most people who have active websites plan to keep running them for a long time. I personally renew domains for my family names and my websites for 8-10 years in advance. Take a look at your domains and figure out which ones you'll definitely continue renewing.

Renew them today with Namecheap to save money and avoid risk losing the domains in the future.

Andrew Allemann is editor of Domain Name Wire, the longest-running blog covering the business of domain names. Domain Name Wire has covered the business of domain name investing for over ten years.



Was this article helpful? 2

Show the conversation

Get the latest news and deals

Sign up for email updates covering blogs, offers, and lots more.

I'd like to receive:

- New blog post alerts
- Regular newsletter and special offers

Enter your email

Subscribe

Your data is kept safe and private in line with our values and the [GDPR](#).

Current Deals at Namecheap →

Help us blog better

What would you like us to write more about?

- [ALL](#)
- [STARTUP & BUSINESS](#)
- [ONLINE MARKETING](#)
- [SECURITY & PRIVACY](#)
- [PRODUCTS, APPS & DEALS](#)
- [TECH TIPS & TOOLS](#)
- [WORDPRESS](#)
- [NEWS](#)
- [DOMAINS](#)
- [HOSTING](#)

Send Suggestion

[Privacy](#) - [Terms](#)

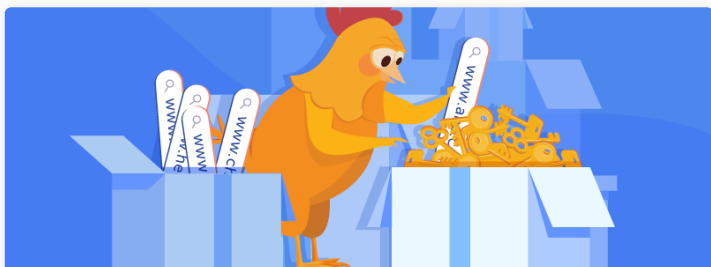


Andrew Allemann

Andrew is the founder and editor of Domain Name Wire, a publication that has been covering domain names since 2005. He has personally written over 10,000 posts covering domain name sales, policy, and strategies for domain name owners. Andrew has been quoted in stories about domain names in The Wall Street Journal, Washington Post, New York Times and Fortune.

[More articles](#) written by Andrew.

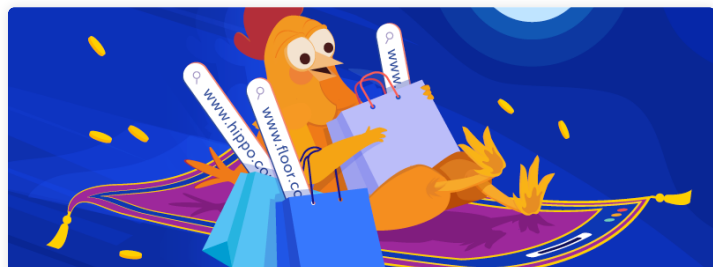
More articles like this



How to find domains related to trending keywords

Andrew A. | Mar 1, 2022

4 min read



Crazy domain sales in 2021

Andrew A. | Feb 16, 2022

4 min read



[Next Post](#)

How Real Estate Agents Use Domains to Sell Houses

[Read More →](#)



Domains

- Domain Name Search
- Transfer
- New TLDs
- Personal Domain
- Marketplace
- Whois Lookup
- PremiumDns
- FreeDNS

Hosting

- Shared Hosting UPDATED

Security

- Domain Privacy
- PremiumDNS
- VPN UPDATED
- 2FA
- Public DNS

Transfer to Us TRY ME

- Transfer Domains
- Migrate Hosting
- Migrate WordPress
- Migrate Email

Blog

- Domains
- Deals
- Engineering
- Entrepreneurial Lifestyle
- Managing a Business
- Marketing Tips
- News
- Products
- Security & Privacy
- Technology
- WordPress



- WordPress Hosting
- Reseller Hosting
- VPS Hosting
- Dedicated Servers
- Private Email Hosting
- Migrate to Namecheap
- WebSite Builder

WordPress

- Shared Hosting
- WordPress Hosting UPDATED
- Migrate WordPress

SSL Certificates

- Comodo
- Organization Validation
- Domain Validation
- Extended Validation
- Single Domain
- Wildcard
- Multi-Domain

Working From Home

- Sign up for email updates
- Current Deals
- GDPR Commitment
- Contact Us
- Go to Namecheap.com
- Status & Updates



The entirety of this site is protected by copyright © 2022 Namecheap. All rights reserved.

[Terms and Conditions](#) [Privacy Policy](#) [GDPR](#) [Cookie Preferences](#)



Ex. R-59



Domains

Price Increase on Certain Domains

 Namecheap Staff | January 7, 2019

 5

2 min read

As a domain registrar, we work with many partners to bring you the widest selection of Top Level Domains (TLDs) possible at the lowest prices. Occasionally, this can mean that if their prices increase, we have to adjust our prices too.

What is Changing?

One of our larger partner registrars has increased the price of some of the TLDs they supply to us. This means we will be increasing the price of several of our TLDs from January 10, 2019. In most cases, this extra cost will only be for renewals and reactivations, but the registrations of some TLDs will increase as well.

Of the TLDs increasing in price, the most well-known are: **.fr**, **.pe**, **.paris**, and **.shop**.

Full List of Price Updates

January 2019 Prices		
TLD	Registrations	Renewals/Reactivations
fr	\$9.98	\$10.98
bio	\$74.88	\$74.88
ski	\$45.88	\$45.88
how	\$28.98	\$28.98
soy	\$25.98	\$26.98
hamburg	\$52.88	\$52.88
voting	\$64.88	\$64.88

[Privacy](#) - [Terms](#)

berlin	\$49.98	\$52.88
kiwi	\$32.88	\$34.88
nu	\$30.88	\$32.98
cn	—	\$32.88
com.cn	—	\$32.88
org.cn	—	\$32.88
net.cn	—	\$32.88
pe	\$58.98	\$59.98
com.pe	\$58.98	\$59.98
org.pe	\$58.98	\$59.98
net.pe	\$58.98	\$59.98
ltda	\$44.98	\$44.98
paris	\$62.88	\$63.88
desi	\$18.88	\$18.88
christmas	—	\$52.88
luxury	—	\$500.88
nagoya	\$11.88	\$13.88
okinawa	\$11.88	\$14.98
pics	\$23.88	\$26.88
red	\$13.88	\$17.88
sexy	\$29.88	\$43.88
shiksha	\$13.88	\$17.88
shop	\$30.88	\$36.88
study	\$25.88	\$29.88
tattoo	—	\$52.88
uno	\$12.88	\$16.88
cm	\$120.88	\$122.88

New prices shown in **bold**.

What is staying the same?

The vast majority of our TLDs are staying at exactly the same price for both purchases and renewals. All TLDs will still benefit from our [top-notch 24-hour customer support](#), [free domain privacy subscription forever](#), and our easy-to-use products.





Was this article helpful? 0

Show the conversation

Get the latest news and deals

Sign up for email updates covering blogs, offers, and lots more.

I'd like to receive:

- New blog post alerts
- Regular newsletter and special offers

Enter your email

Subscribe

Your data is kept safe and private in line with our values and the [GDPR](#).

Current Deals at Namecheap →

Help us blog better

What would you like us to write more about?

- ALL
- STARTUP & BUSINESS
- ONLINE MARKETING
- SECURITY & PRIVACY
- PRODUCTS, APPS & DEALS
- TECH TIPS & TOOLS
- WORDPRESS
- NEWS
- DOMAINS
- HOSTING

Send Suggestion



Namecheap Staff

More articles written by Namecheap.

More articles like this





How to find domains related to trending keywords

Andrew A. | Mar 1, 2022

4 min read



Crazy domain sales in 2021

Andrew A. | Feb 16, 2022

4 min read



Next Post

Power Up January 2019

[Read More →](#)



Domains

- Domain Name Search
- Transfer
- New TLDs
- Personal Domain
- Marketplace
- Whois Lookup
- PremiumDns
- FreeDNS

Hosting

- Shared Hosting UPDATED
- WordPress Hosting
- Reseller Hosting
- VPS Hosting
- Dedicated Servers
- Private Email Hosting
- Migrate to Namecheap
- WebSite Builder

WordPress

- Shared Hosting
- WordPress Hosting UPDATED
- Migrate WordPress

Security

- Domain Privacy
- PremiumDNS
- VPN UPDATED
- 2FA
- Public DNS

Transfer to Us TRY ME

- Transfer Domains
- Migrate Hosting
- Migrate WordPress
- Migrate Email

SSL Certificates

- Comodo
- Organization Validation
- Domain Validation
- Extended Validation
- Single Domain
- Wildcard
- Multi-Domain

Blog

- Domains
- Deals
- Engineering
- Entrepreneurial Lifestyle
- Managing a Business
- Marketing Tips
- News
- Products
- Security & Privacy
- Technology
- WordPress
- Working From Home
- Sign up for email updates
- Current Deals
- GDPR Commitment
- Contact Us
- Go to Namecheap.com
- Status & Updates

