



# ICANN Registry Request Service

Ticket ID: N5G8E-9L3U2

Registry Name: HSBC Holdings PLC

gTLD: .HSBC

Status: ICANN Review

Status Date: 2015-02-27 21:26:51

Print Date: 2015-02-27 21:27:03

## Proposed Service

Name of Proposed Service:

*Release of country and territory names for a .BRAND type TLD*

Technical description of Proposed Service:

*This is a Brand Registry Group template for .BRANDs. Pursuant to Section 4 of Specification 5 of the Registry Agreement, we request the release of country and territory names within .HSBC. This request includes all such names that appear on the following lists:*

- 4.1. the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union;*
- 4.2. the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and*
- 4.3. the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names.*

*Upon release, these names would be subject to all registration policies established for .HSBC including, but not limited to, .HSBC's Eligibility Requirements and Acceptable Use Policy. These policies mandate that all domains within .HSBC be registered to and controlled by HSBC and its Affiliates and Trademark Licensees and feature HSBC-branded content. We do not envision any risks to the security, stability or resiliency of the Domain Name System associated with the release of these names within .HSBC.*

## Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

*HSBC is a member of the Brand Registry Group a/sbl (BRG). On our behalf the BRG has consulted on this issue with the Government Advisory Committee (GAC) as follows:*

- A letter to the GAC Chair in September 2013*
- Emails to individual GAC members in November 2013 and beyond*
- In person presentation and dialogue with GAC at ICANN 48 Public Meeting in Buenos Aires, November 2013*
- In person dialogue with the GAC at ICANN 49 Public Meeting in Singapore in March 2014.*

*The BRG also had substantive consultations with ICANN legal staff and leadership within the Global Domains Division (GDD).*

a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?:



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N/A

b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?:

N/A

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:

N/A

d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

*As .HSBC will be a closed, .BRAND Registry, HSBC and its Affiliates and Trademark Licensees will be the registrant for all country and territory names released within .HSBC. \r\n\r\nThough no other consultations were conducted, we believe the release of these names will benefit end users by facilitating user navigation through short, meaningful, and memorable domain names.\r\n\r\n*

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

*There is a high demand from end users for country and territory names to assist in user-friendly navigation in order to navigate the user to a web-page of the appropriate country and language.\r\n\r\nA number of countries have expressly welcomed the development of geo-targeted content by .BRAND TLDs with a focus on their national economies or language groups.\r\n\r\nThe release of country and territory names within .HSBC would provide a clear platform upon which to develop and showcase content targeted toward specific national economies or language groups.\r\n\r\n*

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

*We are not aware of any specific objections but are fully prepared to engage in dialogue if any GAC Representative or other Government Authority raises concerns about their country or territory name being released in .HSBC in response to this RSEP request. \r\n\r\nIn such a case we propose that the related country or territory name be excluded from this RSEP*



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*request until the resolution of any such objection.*

## Timeline

Please describe the timeline for implementation of the proposed new registry service:

*Immediate.*

## Business Description

Describe how the Proposed Service will be offered:

*HSBC intends to operate .HSBC as a .BRAND Registry, in line with the requirements set forth in Specification 13. As such, all domains under .HSBC will be registered to and controlled by HSBC, its Affiliates, or its Trademark Licensees. HSBC does not intend to sell .HSBC domain names to the general public or to allow unaffiliated third parties to control the DNS records associated with domains in .HSBC. The TLD will be used to feature e-commerce and other content particular to the HSBC brand. We envision that country and territory names would be used as part of a navigation scheme to point users to relevant, geo-targeted content. For instance, newzealand.HSBC could be used to point users from New Zealand to local product and service offerings, or other locally-relevant content.*

Describe quality assurance plan or testing of Proposed Service:

*N/A*

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:

*N/A*

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*Specification 5, Section 4. Country and Territory Names. The country and territory names (including their IDN variants,*



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*where applicable) contained in the following internationally recognized lists shall be withheld from registration or allocated to Registry Operator at All Levels:\n4.1. the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union;\n4.2. the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and\n4.3. the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names; \nprovided, that the reservation of specific country and territory names (including their IDN variants according to the registry operator IDN registration policy, where applicable) may be released to the extent that Registry Operator reaches agreement with the applicable government(s). Registry Operator must not activate such names in the DNS; provided, that Registry Operator may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such names that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement."*

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

*None.\n*

What effect, if any, will the Proposed Service have on the Whois?:

*None.\n*

## Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

*This request is pursuant to the proposed request provided in Specification 5, Section 4 of the Registry Agreement. This is a simple extension of the available namespace, anticipated by Specification 5 of the registry agreement. According to Specification 5, Section 4, the release of country and territory names may be approved by ICANN subject to review by ICANN's Governmental Advisory Committee (GAC). \n\nHSBC proposes that Exhibit A of the .HSBC Registry Agreement would be amended to read:\n\n"Notwithstanding Section 4 of Specification 5 of the Agreement, Registry Operator may offer registrations for and activate in the DNS the country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists: \n\nno the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally*



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*reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union;\r\no the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and\r\no the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names."*\r\n\r\n

## Benefits of Service

Describe the benefits of the Proposed Service:

*End users will benefit from the ability to navigate to these country and territory names. These names will add to consumer choice and competition in the marketplace.\r\n\r\nThere is a high demand from end users for country and territory names to assist in user-friendly navigation in order to navigate the user to a web-page of the appropriate country and language.\r\n\r\n*

## Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

*Positive. Efficient navigation to country and language web pages appropriate for the end user will enhance competition and choice in the global marketplace.\r\n\r\n*

How would you define the markets in which your proposed Registry Service would compete?:

*All markets.\r\n*

What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

*All pre-2010 registries are already permitted to use country and territory names.\r\n*

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:



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*No. These domains will be used to facilitate user navigation by providing short, meaningful, and memorable domain names upon which Internet users can access HSBC-branded content. \r\n\r\nThese domain names will not be sold to third parties.\r\n\r\n*

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

*Yes. HSBC has contracted with Neustar to provide the technical backend services associated with the .HSBC TLD. Neustar will therefore implement the release of country and territory names within .HSBC, however decisions as to the allocation and use of those names will remain with HSBC. \r\n*

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

*Yes. We have discussed this with Neustar who are able to implement the release of country and territory names as required. It is to be noted that Neustar have themselves submitted an RSEP for the release of country and territory names within their own .Neustar BRAND TLD. \r\n\r\n*

Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).:

*N/A\r\n*

## Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

*No.\r\n*

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

*No effect.\r\n*



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Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

No.\n

## Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

*The proposal does not increase any risk of intellectual property infringement.\n\n\nOn the contrary, as a .BRAND registry, .HSBC will provide a space virtually free from all risk of intellectual property infringement as HSBC will be in full control of registrations and content for the TLD.\n\n\n*

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

No.\n

List Disclaimers provided to potential customers regarding the Proposed Service:

*None. All of the registrations will be by HSBC or its Affiliates or Trademark Licensees.\n*

Any other relevant information to include with this request:

None.\n