



ICANN Registry Request Service

Ticket ID: W0C5O-6P2Z0

Registry Name: Beijing Qianxiang Wangjing Technology Development Co., Ltd.

gTLD: .REN

Status: ICANN Review

Status Date: 2014-07-11 21:54:45

Print Date: 2014-07-11 21:56:27

Proposed Service

Name of Proposed Service:

Release of Certain Two Character ASCII Labels

Technical description of Proposed Service:

Beijing Qianxiang Wangjing Technology Development Co., Ltd. has entered into Registry Agreement for TLD ".REN". According to Section 2 of Specification 5 of such Registry Agreement, we request the release of all two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 list and for which there is no government or corresponding country code operator.

Consultation

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

We have consulted with numbers of registry operators. Two-character labels are important and of great value to registries. Many registries have consulted with ICANN staff and have submitted the request. We have also consulted via GDD for the release of certain two-character ASCII labels and have been suggested to initiate a RSEP.

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

.REN is not a sponsored TLD.

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?:



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N/A\r\n

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

The demand for two-character labels is high. We have received queries and requests from registrants for two-character SLDs.\r\n

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

Potential registrants interested in two character labels would support this proposal.\r\n

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

Since this request complies with majority of end users, no objection has been foreseen.\r\n

Timeline

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

.REN Registry would like to provide these two-character ASCII labels to registrants as soon as ICANN approves.\r\n

Business Description

Describe how the Proposed Service will be offered:

The two-character labels will be offered in the same manner as all other domain names.\r\n

Describe quality assurance plan or testing of Proposed Service:

N/A\r\n

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



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relevant.:

N/A\r\n

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Registry Agreement, Specification 5, Section 2. Two-character labels. All two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such labels may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator, provided that such two-character label strings may be released to the extent that Registry Operator reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard. The Registry Operator may also propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes, subject to approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such labels 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.\r\n

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

None.\r\n

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

None.\r\n

Contract Amendments

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

As permitted under Specification 5, Section 2, Registry Operators may propose the release of the two-character ASCII label reservations where there is the ability to avoid confusion with the corresponding country codes, subject to approval by ICANN. We are not seeking an amendment to the Registry Agreement; rather we seek approval from ICANN in the form of a



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written waiver stating that .REN Registry Operator is permitted to make available for registration those two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 list and for which there are no corresponding country-code operators.

Benefits of Service

Describe the benefits of the Proposed Service:

Registrants will benefit from the availability of these two-character ASCII labels. These labels are short and memorable and will add to consumer choice and competition in the new gTLD marketplace.

Competition

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

It is believed that the release of these two-character ASCII labels will bring positive effects since they have more choices of attractive and valuable domain names. It also will help new registries to compete with incumbent TLDs.

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

Global domain market.

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

Incumbent registries that have already been permitted to sell two character labels.

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?:

No

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.:



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These two-character ASCII labels will be provided by ICANN accredited registrars and their resellers to the end users.

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.:

N/A

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).:

No.

Security and Stability

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

No.

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

N/A

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

No.

Other Issues

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

The requested release of two-character ASCII labels may match trademark records in the Trademark Clearinghouse. .REN registry shall comply with all ICANN relevant policies such as RMP, UDRP and URS to provide intellectual rights



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protections for relevant individuals or entities.\r\n\r\n\r\n\r\n

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

No. Our proposed service does not contain intellectual property exclusive to our gTLD registry.\r\n\r\n

List Disclaimers provided to potential customers regarding the Proposed Service:

As soon as the proposed service is approved by ICANN, we shall the notices on registry website to inform the Internet community.\r\n\r\n

Any other relevant information to include with this request:

N/A\r\n\r\n\r\n