



ICANN Registry Request Service

Ticket ID: X0Q7V-2H5K1

Registry Name: .Club Domains, LLC (.CLUB)

gTLD: .CLUB

Status: ICANN Review

Status Date: 2014-08-06 16:35:19

Print Date: 2014-08-06 16:37:35

Proposed Service

Name of Proposed Service:

Two Character SLD Release

Technical description of Proposed Service:

Currently, all two character Second Level Domains (SLDs) are blocked from registration and queries return NXDomain. The proposed service will allow for registration and use of two character SLD labels that do not appear on the ISO 3166-1 alpha-2.

Consultation

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

See below.

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

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?:

Our registrar outreach team has consulted with registrars and received multiple requests from registrars that the two character IDNs be made available.

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

No specific outreach has been made to any constituency group, but the RySG has indicated support of similar requests from



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other TLD operators.

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

Consultation with end users was not appropriate. However, commercial end users, such as Hewlett Packard, have expressed a desire for the release of two character SLDs (see <http://forum.icann.org/lists/comments-two-char-new-gtld-12jun14/msg00008.html>).

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

Commercial end users, non-commercial end users, registries, registrars would benefit from the release of two character SLDs.

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

No users have reason to object.

Timeline

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

.Club Domains proposes to begin releasing names no later than two months of approval of this RSEP.

Business Description

Describe how the Proposed Service will be offered:

All two character domain names that .Club Domains releases will be done in accordance with one of the following methods:
1) General release for registration
2) Release as a premium name
3) Release for auction
4) Release as a founders program

Describe quality assurance plan or testing of Proposed Service:



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We will ensure that the two character domains will receive the same protections that the other SLDs of varying length.

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

\r\nN/A

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

.CLUB Registry Agreement, Specification 5, Section 2:\r\n\r\n\r\nTwo-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\r\n\r\n

Contract Amendments

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



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We do not believe a contract amendment is necessary. We request ICANN's approval to release two character labels that do not appear on the ISO 3166-1 alpha-2, pursuant to the RA Specification 5, Section 2: "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". Releasing only the two character domains that do not correspond to an existing country code avoids confusion with country code addresses, and should therefore be approved by ICANN.

Benefits of Service

Describe the benefits of the Proposed Service:

Some of the benefits of allowing two character SLD labels are 1) increased consumer choice, 2) equitable regulatory treatment from ICANN for new gTLD operators and legacy TLD operators, and 3) increased competition between new gTLDs and Legacy gTLDs.

Competition

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

Approving our proposal will have a positive effect on competition. The current regulatory environment creates an artificial barrier to entry into the two character SLD marketplace in favor of the legacy TLDs, which are currently permitted to register two character SLDs (.e.g., .com, .net, .asia). Removing this barrier will allow more market participants to enter and would therefore enhance competition.

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

Domain Name Registrations.

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

Legacy TLD operators and ccTLD operators offer two character SLD registrations, regardless of whether the strings appear on the ISO 3166-1 list.



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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.:

We will implement this proposal in conjunction with Neustar Inc., our registry services provider.

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.:

No.

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:

The new service will have no effect on the throughput, response time, consistency or coherence of responses to Internet servers or end systems.

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



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\n\nNo.

Other Issues

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

\n\nAside from trademark objections that apply to all domain names, irrespective of length, there were no intellectual property concerns. Furthermore, all domains released under this proposal will be subject to a 90 day claims period, URS, and UDRP.

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

\n\nNo.

List Disclaimers provided to potential customers regarding the Proposed Service:

\n\nN/A

Any other relevant information to include with this request:

\n\nN/A