



# ICANN Registry Request Service

Ticket ID: P8N2I-2D8C1

Registry Name: Bayerische Motoren Werke Aktiengesellschaft

gTLD: .bmw, .mini

Status: ICANN Review

Status Date: 2014-11-13 22:17:50

Print Date: 2014-11-13 22:32:51

## Proposed Service

Name of Proposed Service:

*RSEP Application Release of Two Letters for .bmw and .mini*

Technical description of Proposed Service:

*Pursuant to Section 2 of Specification 5 of the Registry Agreement between ICANN and Bayerische Motoren Werke Aktiengesellschaft ("Registry Operator"), we request the release of two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 list, or otherwise in the event there is no corresponding government or country code operator, or in the event the Registry Operator makes such proposition and receives ICANN's approval.\r\n*

## Consultation

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

*Registry Operator has not undertaken direct consultation with the community, experts or others. Registry Operator relies on the historical development of the process by which registry operators requested limited release of reserved two-character names, beginning with the .name TLD in 2006 and extending to a significant number of registry operators of TLDs delegated during the New gTLD Program. Registry Operator notes that ICANN, in accordance with the Registry Services Evaluation Policy, has made a preliminary review of whether similar release proposals might raise significant competition, security or stability issues, and did not identify any such issues. The Registry Operator furthermore notes that the Governmental Advisory Committee in its March 27, 2014 Singapore Communique indicated that it had no major concerns about brand owners seeking approval for the release of country names and two-letter and character codes at the second level. Registry Operator is a brand owner seeking approval for the release of two-character codes in the .BMW and .MINI TLDs, for which it has applied to operate as a ".Brand" TLD in accordance with Specification 13 to the Registry Agreement. Since such names will be used for the purposes of the representation of our company, it is almost impossible to anticipate any abuse or misconduct, or that such domain name could be confusing to users or otherwise offensive to any country.\r\n*

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

*Not applicable\r\n*



# ICANN Registry Request Service

Ticket ID: P8N2I-2D8C1

Registry Name: Bayerische Motoren Werke Aktiengesellschaft

gTLD: .bmw, .mini

Status: ICANN Review

Status Date: 2014-11-13 22:17:50

Print Date: 2014-11-13 22:32:51

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

*Not applicable\r\n*

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

*Not applicable\r\n*

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

*As Registry Operator intends to operate the .BMW and .MINI TLDs as a .Brand TLD wherein only it, its Affiliates or Trademark Licensees are permitted as registrants of domain names, Registry Operator relies on its business plans and marketing strategies in concluding that real demand and utility exists for the release of two-character labels to support its activities in the TLDs. \r\n*

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

*Registry Operator, as the eventual registrant of the relevant domain names in its .Brand TLDs, supports the release of two-character labels for use in conjunction with its business purposes in a non-confusing manner. Furthermore, Registry Operator's customers and partners who will utilize and identify the .BMW and .MINI TLDs as the trusted namespace associated with Registry Operator would benefit from and support this proposal. As indicated above, ICANN and the GAC have not identified concerns or significant issues in the release of such labels. \r\n*

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

*In light of the intended use of the TLD, the lack of objection from ICANN and the GAC, and, in relevant cases, the consent of ICANN for the release of particular labels on request, there does not appear to be any interested governmental authority, entity, or individual who would object to the release of two-character labels in accordance with this proposal. In the event that a relevant concern be raised, Registry Operator is prepared to engage the concerned party in accordance with any process specially developed for such purpose or as otherwise required by ICANN.\r\n\r\n*



# ICANN Registry Request Service

Ticket ID: P8N2I-2D8C1

Registry Name: Bayerische Motoren Werke Aktiengesellschaft

gTLD: .bmw, .mini

Status: ICANN Review

Status Date: 2014-11-13 22:17:50

Print Date: 2014-11-13 22:32:51

## Timeline

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

*Registry Operator would seek to begin registering two-character labels as soon as practicable in accordance with Specifications 5 and 13 to its Registry Agreement, including, if applicable, any further application to or approval from ICANN, GAC member, country, or registry authority as may be required.\r\n*

## Business Description

Describe how the Proposed Service will be offered:

*In accordance with the requirements of Specification 13 to the Registry Agreement, only Registry Operator, its Affiliates or Trademark Licensees may register domain names in the .BMW and .MINI TLDs incorporating released two-character labels at the second level.\r\n*

Describe quality assurance plan or testing of Proposed Service:

*Not applicable; released two-character labels will be subject to the same protections and safeguards available to all other permissible strings available for registration in the .BMW and .MINI TLDs.\r\n*

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

*Not Applicable.\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*



# ICANN Registry Request Service

Ticket ID: P8N2I-2D8C1

Registry Name: Bayerische Motoren Werke Aktiengesellschaft

gTLD: .bmw, .mini

Status: ICANN Review

Status Date: 2014-11-13 22:17:50

Print Date: 2014-11-13 22:32:51

*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.*

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

*None.*

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

*None.*

## Contract Amendments

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

*The proposed release of two-character labels is foreseen under Specification 5, Section 2 of the Registry Agreement, subject to the approval of ICANN or agreement with the relevant government or country-code manager as the case may be. The release does not require any contractual amendment in order for implementation.*

## Benefits of Service

Describe the benefits of the Proposed Service:

*The release of two-character labels will allow Registry Operator to promote itself and its activities in its .Brand TLD spaces using more appropriate and meaningful domain names for the benefit of its customers and partners in a non-confusing manner.*

## Competition

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



# ICANN Registry Request Service

**Ticket ID: P8N2I-2D8C1**

**Registry Name: Bayerische Motoren Werke Aktiengesellschaft**

**gTLD: .bmw, .mini**

**Status: ICANN Review**

**Status Date: 2014-11-13 22:17:50**

**Print Date: 2014-11-13 22:32:51**

*The release of two-character labels in the .BMW and .MINI TLD spaces will have a positive effect on competition as it will contribute to the creation of an authentic, easy-to-locate, and centralized source of information about Registry Operator and its activities, thus promoting competition, innovation, and consumer choice on the Internet. \r\n*

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

*The effect of the release of two-character labels in the .BMW and .MINI TLD spaces would be limited to those areas of Registry Operator's commercial activities. \r\n*

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

*Legacy TLD operators currently provide for the registration of two-character labels as domain 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?:

*No\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.:

*No\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.:

*No\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).:

*No\r\n*



# ICANN Registry Request Service

Ticket ID: P8N2I-2D8C1

Registry Name: Bayerische Motoren Werke Aktiengesellschaft

gTLD: .bmw, .mini

Status: ICANN Review

Status Date: 2014-11-13 22:17:50

Print Date: 2014-11-13 22:32:51

## 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

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

No\r\n

## Other Issues

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

*As rights holder protection is a core element of Registry Operator's approach to the management of new TLD spaces, and Registry Operator has implemented a comprehensive rights-protection plan, there are no foreseen issues or considerations relating to the release of two-character labels that would not be addressed by existing rights protection measures already implemented for the .BMW and .MINI TLD. \r\n*

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

No\r\n

List Disclaimers provided to potential customers regarding the Proposed Service:

None\r\n

Any other relevant information to include with this request:



# ICANN Registry Request Service

**Ticket ID: P8N2I-2D8C1**

**Registry Name: Bayerische Motoren Werke Aktiengesellschaft**

**gTLD: .bmw, .mini**

**Status: ICANN Review**

**Status Date: 2014-11-13 22:17:50**

**Print Date: 2014-11-13 22:32:51**

No/n