



Registry Services Evaluation Policy (RSEP) Request

October 18, 2023

Registry Operator

Binky Moon, LLC

Request Details

Case Number: 01261763

This Registry Services Evaluation Policy (RSEP) request form should be submitted for review by ICANN org when a registry operator is adding, modifying, or removing a Registry Service for a TLD or group of TLDs.

The RSEP Process webpage provides additional information about the process and lists RSEP requests that have been reviewed and/or approved by ICANN org. If you are proposing a service that was previously approved, we encourage you to respond similarly to the most recently approved request(s) to facilitate ICANN org's review.

Certain known Registry Services are identified in the Naming Services portal (NSp) case type list under "RSEP Fast Track" (example: "RSEP Fast Track – BTAPPA"). If you would like to submit a request for one of these services, please exit this case and select the specific Fast Track case type. Unless the service is identified under RSEP Fast Track, all other RSEP requests should be submitted through this form.

1. PROPOSED SERVICE DESCRIPTION

1.1. Name of proposed service.

Label Blocking Service

1.2. Provide a general description of the proposed service including the impact to external users and how it will be offered.

Registry Operator would like to provide a Label Blocking Service for its TLD, which provides additional protection to rights holders by allowing rights holders to block second-level labels from registration in the TLD that are related to the holders' rights. Rights holders may use a registered trademark, unregistered trademark, company name or celebrity name as the basis for their blocking request. Approval from the applicable block holder may be required for a third party with the same trademark or other right to register the blocked label, or to unblock a label for registration.

1.3. Provide a technical description of the proposed service.

The service will allow rights holders to block certain labels from registration. The blocked labels must comply with the provisions described in Specification 5, Section 3.3 of the Registry Agreement. Labels blocked by the service will be either an exact match of a label or will contain an exact match or variant of such labels. Rights will be verified prior to blocking requests being accepted. Rights will be verified based on the type of right that forms the basis for the request. This may include the TMCH SMD file, copy of trademark registration, Articles of Incorporation/Articles of Association, company registration documentation, and any other evidence that supports the application.

1.4. If this proposed service has already been approved by ICANN org, identify and provide a link to the RSEP request for the same service that was most recently approved.

<https://www.icann.org/en/system/files/files/rsep-2023021-compare-et-al-request-08may23-en.pdf>

1.5. Describe the benefits of the proposed service and who would benefit from the proposed service.

Adding the service will be beneficial to rights holder participants, as it will enable participants to block a set of labels in the TLD, thereby preventing third parties from registering such labels.

1.6. Describe the timeline for implementation of the proposed service.

Immediately upon approval from ICANN.

1.7. If additional information should be considered with the description of the proposed service, attach one or more file(s) below.

1.8. If the proposed service adds or modifies Internationalized Domain Name (IDN) languages or scripts that have already been approved in another RSEP request or are considered pre-approved by ICANN org, provide (a) a reference to the RSEP request, TLD(s), and IDN table(s) that were already approved or (b) a link to the pre-approved Reference Label Generation Rules (LGR). Otherwise, indicate “not applicable.”

N/A

2. SECURITY AND STABILITY

2.1. What effect, if any, will the proposed service have on the life cycle of domain names?

None.

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

No.

2.3. Explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems.

It won't.

2.4. Have technical concerns been raised about the proposed service? If so, identify the concerns and describe how you intend to address those concerns.

No.

2.5. Describe the quality assurance plan and/or testing of the proposed service prior to deployment.

N/A

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

N/A

3. COMPETITION

3.1. Do you believe the proposed service would have any positive or negative effects on competition? If so, please explain.

No.

3.2. How would you define the markets in which the proposed service would compete?

Participants with intellectual property rights in relevant labels.

3.3. What companies/entities provide services or products that are similar in substance or effect to the proposed service?

Identity Digital already offers a very similar service, as do other registry operators.

3.4. In view of your status as a Registry Operator, would the introduction of the proposed service potentially affect the ability of other companies/entities that provide similar products or services to compete?

No.

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

No.

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

Yes. We have had meetings with the corporate registrars that we anticipate would offer the service. The Registry Operator undertook discussions with several registrars, both those serving the trademark community and those serving the general public. These discussions were undertaken by email, by phone, and in person. The purpose of those discussions was to determine the viability and potential demand for such a service, how it might best be implemented, and if there were any likely unintended consequences that had not been foreseen by the Registry Operator. The consulted registrars were supportive of the service offering. The Label Blocking Service described herein are the result of these discussions.

3.7. If you have any documents that address the possible effects on competition of the proposed service, attach them below. ICANN will keep the documents confidential.

4. CONTRACTUAL PROVISIONS

4.1. List the relevant contractual provisions impacted by the proposed service. This includes, but is not limited to, Consensus Policies, previously approved amendments or services, Reserved Names, and Rights Protection Mechanisms.

Registry Agreement - Exhibit A (Approved Services)

4.2. What effect, if any, will the proposed service have on the reporting of data to ICANN?

None.

4.3. What effect, if any, will the proposed service have on Registration Data Directory Service (RDDS)?*

None.

4.4. What effect, if any, will the proposed service have on the price of a domain name registration?

None.

4.5. Will the proposed service result in a change to a Material Subcontracting Arrangement (MSA) as defined by the Registry Agreement? If so, identify and describe the change. Please note that a change to an MSA requires consent from ICANN org through the MSA change request process. The RSEP request must be approved prior to submitting the MSA change request.

No.

5. AUTHORIZATION LANGUAGE

5.1. A Registry Agreement (RA) amendment is required when the proposed service: (i) contradicts existing provisions in the RA or (ii) is not contemplated in the RA and, therefore, needs to be added to Exhibit A of the RA and/or as an appropriate addendum/appendix. If applicable, provide draft language (or a link to previously approved RA amendment language) describing the service to be used in an RA amendment if the proposed service is approved. If an RA amendment is not applicable, respond with “N/A” and provide a complete response to question 5.2.*

For examples or for IDN services, you may refer to the webpage for standard RA template amendments for commonly requested Registry Services.

Label Blocking Service: Label Blocking is a service that allows rights holders to block certain labels from registration. The blocked domain names must comply with the provisions described in Specification 5, Section 3.3 of the Registry Agreement. Domain names blocked by the Label Blocking Service will be either an exact match of a label or will contain an exact match of such labels, or may include domain names that are a misspelling of, or contain a misspelling of a label. Where two or more parties have verified rights for the same label or string, and one party wishes to unblock the label to register an associated domain name, approval will be required from the other rights holder(s).

5.2. If the proposed service is permissible under an existing provision in the Registry Agreement, identify the provision and provide rationale. If not applicable, respond with “N/A” and provide a complete response to question 5.1.

N/A

6. CONSULTATION

6.1. ICANN org encourages you to set up a consultation call through your Engagement Manager prior to submitting this RSEP request. This is to help ensure that necessary

information is assembled ahead of time.

Identify if and when you had a consultation call with ICANN org. If you did not request a consultation call, provide rationale.

N/A

6.2. Describe your consultations with the community, experts, and/or others. This can include, but is not limited to, the relevant community for a sponsored or community TLD, registrars or the registrar constituency, end users and/or registrants, or other constituency groups. What were the quantity, nature, and results of the consultations? How will the proposed service impact these groups? Which groups support or oppose this proposed service?

The Registry Operator has had extensive discussions with trademark and brand registrars who participate in various constituency groups within ICANN, and extensive conversations with other registry service providers who participate in the Registry Stakeholder Group. Notably, we consulted with experts who were instrumental in implementing similar services on behalf of other Registry Operators and guided us in our implementation through conversations and writing.

7. OTHER

7.1. Would there be any intellectual property impact or considerations raised by the proposed service?

No.

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

No.

7.3. Provide any other relevant information to include with the request. If none, respond with "N/A."

N/A

7.4. If additional information should be considered, attach one or more file(s) below.



ICANN

Affected TLDs

Current Registry Operator	Top Level Domain	Registry Agreement Date
Binky Moon, LLC	.academy	2013-11-07
Binky Moon, LLC	.accountants	2014-03-20
Binky Moon, LLC	.agency	2013-11-14
Binky Moon, LLC	.apartments	2014-12-11
Binky Moon, LLC	.associates	2014-03-06
Binky Moon, LLC	.bargains	2013-11-14
Binky Moon, LLC	.bike	2013-08-27
Binky Moon, LLC	.bingo	2014-12-04
Binky Moon, LLC	.boutique	2013-11-14
Binky Moon, LLC	.builders	2013-11-07
Binky Moon, LLC	.business	2013-11-07
Binky Moon, LLC	.cab	2013-10-24
Binky Moon, LLC	.cafe	2015-02-11
Binky Moon, LLC	.camera	2013-08-27
Binky Moon, LLC	.camp	2013-11-07
Binky Moon, LLC	.capital	2014-03-06
Binky Moon, LLC	.cards	2013-12-05
Binky Moon, LLC	.care	2014-03-06
Binky Moon, LLC	.careers	2013-10-02
Binky Moon, LLC	.cash	2014-03-06
Binky Moon, LLC	.casino	2014-12-18
Binky Moon, LLC	.catering	2013-12-05
Binky Moon, LLC	.center	2013-11-07
Binky Moon, LLC	.chat	2014-12-04
Binky Moon, LLC	.cheap	2013-11-14
Binky Moon, LLC	.church	2014-02-06

Binky Moon, LLC	.city	2014-05-29
Binky Moon, LLC	.claims	2014-03-20
Binky Moon, LLC	.cleaning	2013-12-05
Binky Moon, LLC	.clinic	2014-03-20
Binky Moon, LLC	.clothing	2013-08-27
Binky Moon, LLC	.coach	2014-10-09
Binky Moon, LLC	.codes	2013-10-31
Binky Moon, LLC	.coffee	2013-10-17
Binky Moon, LLC	.community	2013-12-05
Binky Moon, LLC	.company	2013-11-07
Binky Moon, LLC	.computer	2013-10-24
Binky Moon, LLC	.condos	2013-12-05
Binky Moon, LLC	.construction	2013-09-16
Binky Moon, LLC	.contractors	2013-09-10
Binky Moon, LLC	.cool	2013-11-14
Binky Moon, LLC	.coupons	2015-03-26
Binky Moon, LLC	.credit	2014-03-20
Binky Moon, LLC	.creditcard	2014-03-20
Binky Moon, LLC	.cruises	2013-12-05
Binky Moon, LLC	.dating	2013-12-05
Binky Moon, LLC	.deals	2014-05-22
Binky Moon, LLC	.delivery	2014-09-11
Binky Moon, LLC	.dental	2014-03-20
Binky Moon, LLC	.diamonds	2013-09-22
Binky Moon, LLC	.digital	2014-03-06
Binky Moon, LLC	.direct	2014-04-10
Binky Moon, LLC	.directory	2013-09-20
Binky Moon, LLC	.discount	2014-03-06
Binky Moon, LLC	.doctor	2016-06-02

Binky Moon, LLC	.dog	2014-12-04
Binky Moon, LLC	.domains	2013-10-17
Binky Moon, LLC	.education	2013-11-07
Binky Moon, LLC	.email	2013-10-31
Binky Moon, LLC	.energy	2014-09-11
Binky Moon, LLC	.engineering	2014-03-06
Binky Moon, LLC	.enterprises	2013-09-20
Binky Moon, LLC	.equipment	2013-08-27
Binky Moon, LLC	.estate	2013-08-27
Binky Moon, LLC	.events	2013-12-05
Binky Moon, LLC	.exchange	2014-03-06
Binky Moon, LLC	.expert	2013-11-21
Binky Moon, LLC	.exposed	2013-12-05
Binky Moon, LLC	.express	2015-02-11
Binky Moon, LLC	.fail	2014-03-06
Binky Moon, LLC	.farm	2013-11-07
Binky Moon, LLC	.finance	2014-03-20
Binky Moon, LLC	.financial	2014-03-06
Binky Moon, LLC	.fish	2013-12-12
Binky Moon, LLC	.fitness	2014-03-06
Binky Moon, LLC	.flights	2013-12-05
Binky Moon, LLC	.florist	2013-11-07
Binky Moon, LLC	.football	2014-12-18
Binky Moon, LLC	.fund	2014-03-20
Binky Moon, LLC	.furniture	2014-03-20
Binky Moon, LLC	.fyi	2015-04-02
Binky Moon, LLC	.gallery	2013-09-13
Binky Moon, LLC	.gifts	2014-07-03
Binky Moon, LLC	.glass	2013-11-07

Binky Moon, LLC	.gmbh	2016-01-29
Binky Moon, LLC	.gold	2015-01-22
Binky Moon, LLC	.golf	2014-12-18
Binky Moon, LLC	.graphics	2013-09-13
Binky Moon, LLC	.gratis	2014-03-20
Binky Moon, LLC	.gripe	2014-03-06
Binky Moon, LLC	.group	2014-08-15
Binky Moon, LLC	.guide	2013-09-13
Binky Moon, LLC	.guru	2013-08-27
Binky Moon, LLC	.healthcare	2014-06-12
Binky Moon, LLC	.hockey	2015-03-19
Binky Moon, LLC	.holdings	2013-08-27
Binky Moon, LLC	.holiday	2013-11-07
Binky Moon, LLC	.hospital	2016-10-20
Binky Moon, LLC	.house	2013-11-07
Binky Moon, LLC	.immo	2014-07-10
Binky Moon, LLC	.industries	2013-12-05
Binky Moon, LLC	.institute	2013-11-07
Binky Moon, LLC	.insure	2014-03-20
Binky Moon, LLC	.international	2013-11-07
Binky Moon, LLC	.investments	2014-03-20
Binky Moon, LLC	.irish	2014-08-07
Binky Moon, LLC	.jetzt	2014-01-09
Binky Moon, LLC	.jewelry	2015-03-05
Binky Moon, LLC	.kitchen	2013-09-20
Binky Moon, LLC	.land	2013-09-10
Binky Moon, LLC	.lease	2014-03-06
Binky Moon, LLC	.legal	2014-10-16
Binky Moon, LLC	.life	2014-02-06

Binky Moon, LLC	.lighting	2013-08-27
Binky Moon, LLC	.limited	2014-03-06
Binky Moon, LLC	.limo	2013-10-17
Binky Moon, LLC	.loans	2014-03-20
Binky Moon, LLC	.ltd	2014-09-25
Binky Moon, LLC	.maison	2013-12-05
Binky Moon, LLC	.management	2013-11-07
Binky Moon, LLC	.marketing	2013-11-07
Binky Moon, LLC	.mba	2015-04-02
Binky Moon, LLC	.media	2014-03-06
Binky Moon, LLC	.money	2014-10-16
Binky Moon, LLC	.movie	2015-02-05
Binky Moon, LLC	.network	2013-11-14
Binky Moon, LLC	.partners	2013-12-05
Binky Moon, LLC	.parts	2013-12-05
Binky Moon, LLC	.photography	2013-09-20
Binky Moon, LLC	.photos	2013-10-17
Binky Moon, LLC	.pictures	2014-03-06
Binky Moon, LLC	.pizza	2014-06-26
Binky Moon, LLC	.place	2014-04-24
Binky Moon, LLC	.plumbing	2013-09-10
Binky Moon, LLC	.plus	2015-02-05
Binky Moon, LLC	.productions	2013-12-05
Binky Moon, LLC	.properties	2013-12-05
Binky Moon, LLC	.recipes	2013-10-17
Binky Moon, LLC	.reise	2014-03-13
Binky Moon, LLC	.reisen	2014-03-06
Binky Moon, LLC	.rentals	2013-12-05
Binky Moon, LLC	.repair	2013-11-07

Binky Moon, LLC	.report	2013-12-05
Binky Moon, LLC	.restaurant	2014-07-03
Binky Moon, LLC	.run	2015-03-19
Binky Moon, LLC	.salon	2014-12-11
Binky Moon, LLC	.sarl	2014-07-03
Binky Moon, LLC	.school	2014-12-18
Binky Moon, LLC	.schule	2014-03-06
Binky Moon, LLC	.services	2014-02-27
Binky Moon, LLC	.shoes	2013-10-02
Binky Moon, LLC	.shopping	2016-03-31
Binky Moon, LLC	.show	2015-03-05
Binky Moon, LLC	.singles	2013-08-27
Binky Moon, LLC	.soccer	2015-03-26
Binky Moon, LLC	.solar	2013-11-07
Binky Moon, LLC	.solutions	2013-11-07
Binky Moon, LLC	.style	2014-12-04
Binky Moon, LLC	.supplies	2013-12-19
Binky Moon, LLC	.supply	2013-12-19
Binky Moon, LLC	.support	2013-10-24
Binky Moon, LLC	.surgery	2014-03-20
Binky Moon, LLC	.systems	2013-11-07
Binky Moon, LLC	.tax	2014-03-20
Binky Moon, LLC	.taxi	2015-03-19
Binky Moon, LLC	.team	2015-03-05
Binky Moon, LLC	.technology	2013-09-13
Binky Moon, LLC	.tennis	2014-12-04
Binky Moon, LLC	.theater	2015-03-19
Binky Moon, LLC	.tienda	2013-11-14
Binky Moon, LLC	.tips	2013-09-20

Binky Moon, LLC	.tires	2014-11-07
Binky Moon, LLC	.today	2013-09-20
Binky Moon, LLC	.tools	2013-11-21
Binky Moon, LLC	.tours	2015-01-22
Binky Moon, LLC	.town	2014-03-06
Binky Moon, LLC	.toys	2014-03-06
Binky Moon, LLC	.training	2013-11-07
Binky Moon, LLC	.university	2014-03-06
Binky Moon, LLC	.vacations	2013-12-05
Binky Moon, LLC	.ventures	2013-08-27
Binky Moon, LLC	.viajes	2013-10-17
Binky Moon, LLC	.villas	2013-12-05
Binky Moon, LLC	.vin	2015-06-18
Binky Moon, LLC	.vision	2013-12-05
Binky Moon, LLC	.voyage	2013-08-27
Binky Moon, LLC	.watch	2013-11-14
Binky Moon, LLC	.wine	2015-06-18
Binky Moon, LLC	.works	2013-11-14
Binky Moon, LLC	.world	2014-06-12
Binky Moon, LLC	.wtf	2014-03-06
Binky Moon, LLC	xn--czrs0t	2013-12-19
Binky Moon, LLC	xn--fq720a	2014-05-22
Binky Moon, LLC	xn--unup4y	2013-07-14
Binky Moon, LLC	xn--vhquv	2013-08-27
Binky Moon, LLC	.zone	2013-11-14