



ICANN Registry Request Service

Ticket ID: X9H6I-4R4Z3
Registry Name: NeuStar, Inc.
gTLD: .BIZ
Status: ICANN Review
Status Date: 2010-04-01 11:51:49
Print Date: 2010-04-01 11:51:57

Proposed Service

Name of Proposed Service:

gTLD Registry Lock Service

Technical description of Proposed Service:

Neustar receives periodic requests from the registrar community to place certain premium domain names on registry lock as a component of brand protection efforts. Neustar wishes to routinize the availability of this service so that registrars may pass the service offering along to registrants.

The Extensible Provisioning Protocol (EPP) provides both registrars and registries the ability to set status codes at the client and server level, respectively, to prevent unintentional modification, deletion, or transfer. The applicable status codes are ServerUpdateProhibited, ServerDeleteProhibited, and ServerTransferProhibited.

Locking at the client level is generally set by registrars as the default. This service would allow a second level of protection to registrants.

The ICANN Board has already approved registry lock as a new registry service for two other gTLD (.com and .net).

Consultation

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

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

N/A



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

Neustar is proposing this service as the result of numerous conversations with registrars in need of a deeper level of security against unintentional transfer, modification, or deletion of their premium names. Generally, these are domain names associated with brand protection.

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?:

The registrars have passed along the interests of their registrants in previous requests to put specific names on lock at the registry level. In addition, we have been asked by several registrants directly for this service.

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

Registrars with customers whose domain names are essential to their business continuity and/or brand protection, and those registrants.

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

Neustar is unaware of any opposition to the introduction of this service. In fact, ICANN approved a similar service for VeriSign to implement in July 2009.

Timeline

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

Neustar intends to launch the Registry Lock service within three (3) months of RSEP approval.



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Business Description

Describe how the Proposed Service will be offered:

As described in the Proposed Service section, the service will allow registrars to request this service on behalf of their registrants in order to offer a second level of protection against unintentional modification, transfer, or deletion.

The process for the addition or removal of domain names: An authenticated representative from a registrar will provide Neustar with a list of the domain names to be placed on any/all of the server status codes or removed from the service. Neustar will validate that the registrar is the registrar of record for those names. Neustar will then set the status codes for the names submitted, or remove the name from the service. Neustar will record the status of the name in the Shared Registration System (SRS).

The process for modification of domain names: An authenticated representative from a registrar will provide Neustar with a list of the domain names to be modified or transferred. Neustar will validate that the registrar is the registrar of record for those names. Neustar will then modify the status codes for the names submitted. Neustar will record the status of the name in the Shared Registration System (SRS).

Reporting: Along with a monthly invoice, Neustar intends to provide registrars with a report indicating the names for which the service was provided the previous month.

Neustar expects to invoice registrars on a monthly basis for this service. Neustar anticipates billing based on the maximum number of names using the service at any point in the previous month, and will use a tiered pricing model.

Sample pricing tiers:

- o 1 - 99 domain names and/or host record: \$4.50 per name per month*
- o 100 - 499 domain names and/or host record: \$3.50 per name per month*
- o 500 - 1,000 domain names and/or host record: \$2.50 per name per month*
- o 1,001 - 2,499 domain names and / or host record: \$1.50 per name per month*
- o >2,500 domains and/or host record: to be negotiated by Neustar and the registrar*

Describe quality assurance plan or testing of Proposed Service:

Neustar has a demonstrated ability to provide robust, reliable registry services. Neustar will make every effort to ensure that



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registrars are appropriately authenticated, and that the list of names placed on the service are accurate and current.

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

RFC 4931- Extensible Provisioning Protocol (EPP) Domain Name Mapping and RFC 4932 - Extensible Provisioning Protocol (EPP) Host

All RFC's that apply include:

RFC 4930 Extensible Provisioning Protocol (EPP)

RFC 4931 Extensible Provisioning Protocol (EPP) Domain Name Mapping

RFC 4932 Extensible Provisioning Protocol (EPP) Host Mapping

RFC 4934 Extensible Provisioning Protocol (EPP) Transport over TCP

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

No contractual provisions will be impacted.

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:



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No contractual amendments will be required.

Benefits of Service

Describe the benefits of the Proposed Service:

This service will offer a second level of protection to registrars and their registrants, whose domain names are critical to their business continuity and brand protection.

Competition

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

There are no negative effects on competition. Neustar believes that this service offering will allow registrars to offer their registrants another level of security and protection.

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

The market for this service is registrars whose registrants are concerned with brand protection and business continuity.

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

Today, registrars offer name locking at the registrar level. This service would complement, but not replace, that offering.

Other TLD's currently offer this service to their customers.

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?:

This service does not compete with any known services. Registrars provide a level of protection with registrar lock, and may offer this as a complementary service to their customers. This service will be made available to all registrars.



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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

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, Neustar has from time to time discussed this as a service when asked to put a name on registry lock, and the response has been positive.

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:

No impact.

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

No.

Other Issues



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

Neustar is not aware of any intellectual property considerations.

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

(1) Trademark or similar rights may exist or arise with respect to terms used in connection with the proposed service;

(2) Copyright protection may exist or arise in connection with code written or materials created in connection with the proposed service.

(3) Certain information or processes related to the service maybe confidential to Neustar.

(4) Neustar is not aware of the issuance of any patents by any party with respect to the service.

List Disclaimers provided to potential customers regarding the Proposed Service:

Neustar intends to include industry standard disclaimers in the service agreement.

Any other relevant information to include with this request:

None