

**ICANN Registry Request Service**  
**Ticket ID: L0P5O-5V2W1**  
**Registry Name: DotCooperation LLC**  
**gTLD: .COOP**  
**Status:**  
**Status Date:**  
**Print Date:**

## **Proposed Service**

### **Name of Proposed Service:**

One/Two Character Domains.

### **Technical description of Proposed Service:**

DotCoop would like to be able to allocate one and two character domain names through an RFP process, whereby all members of the cooperative community would be encouraged to submit expressions of interests.

The release of two-character domains has been addressed in detail from the technical perspective in several previously approved Service Requests. For example, the RSTEP report on GNR's two-character name proposal (<http://www.icann.org/registries/rsep/RSTEP-GNR-proposal-review-team-report.pdf>) provides an exhaustive review of the issues and addresses them in a positive manner.

On page 10, the following comment on potential technical concerns over 2-character domain names is particularly relevant:

"Our technical evaluation of this proposed registry service with respect to the likelihood and materiality of effects on security and stability concludes that it does not create a reasonable risk of a meaningful adverse effect on security and stability."

Also, the ICANN Staff Proposed Implementation Document on GNSO Reserved Names Working Group Recommendations document (<http://www.gnso.icann.org/drafts/icann-implementation-doc-gnso-rswg-04sep07.pdf>) notes the following about any combination of two letters or digits. See page 10:

"Registries may propose release provided that measures to avoid confusion with any corresponding country codes are implemented. Examples include ba.aero, ub.cat, 53.com, 3M.com, e8.org."

Finally, ICANN has previously approved Service Requests for the general release of two-character domains for .JOBS (#2007002) and for .CAT (#2007001).

As part of the GNSO Reserved Word Working Group Report that was done in support of the “New gTLD” initiative, the report (<http://gnso.icann.org/drafts/rn-wg-fr19mar07.pdf>) made the following recommendation for one-character domains:

"We recommend that single ASCII letters and numbers be released at the second level in future TLDs, and that those currently reserved in existing TLDs should be released."

The same report noted that IANA research showed over 1200 single character domains already in use, which demonstrates that there are no Internet security or stability issues related to the use one-character domains.

In short, usage of both one and two character domain names is currently supported in the Internet and has caused no issues connected with security or stability.

### **Consultation**

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

On 20 October 2007, the dotCoop Board of Managers met in Singapore in concert with the International Co-operative Alliance General Assembly ([www.ica.coop](http://www.ica.coop)). At this Board meeting, one of the discussion items was interest expressed in the United States with the [www.go.coop](http://www.go.coop) web site. This site was used in October as a focus for advertising and promotional campaigns as US co-ops celebrated Co-op Month. DotCoop worked with the National Cooperative Grocer's Association and others to successfully submit a funnel request to ICANN for the utilization of this short and memorable name. The process worked but the board discussed the idea of potentially making the entire universe of one and two-character names available as well as making the process more streamlined so that each request would not have to be submitted to ICANN individually, consuming staff time on both sides as well as creating delays in the registration of these domains when desired by legitimate registrants.

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

As noted above, the consultations regarding this proposed service have occurred almost entirely within the co-operative community, based upon the success of the previous two-character domain name allocation funnel request. This joint proposal for the allocation of one and two character domain names is based in large part because the one and two character domain names are reserved under the same contract provision in the Sponsor agreement.

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

No. There are no changes to any registry processes that would affect the registrars.

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

No.

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

Co-operatives by their very nature represent the interest of its members, which are in fact the end users/registrants of .COOP domain names.

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

The co-operative community would support this service as evidenced by the success of the www.go.coop advertising initiative, and the decision by the dotCoop Board of Managers to move forward with this initiative.

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

dotCoop is unaware of any potential objection to this service from within the co-operative community.

### **Timeline**

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

DotCoop would like to offer this service as soon as possible. Following approval by the ICANN Board, DotCoop would issue a public Expression of Interest regarding the potential allocation of these one and two character domain names. DotCoop envisions utilizing an RFP process similar to the one employed by both the .MOBI and .ASIA registries. For documentation in connection with .asia's RFP Pioneering Program see <http://www.think.asia/index.html>, and reference the Pioneering Program documents on the bottom right hand portion of the screen. For documentation in connection with .mobi's RFP for Premium Names see <http://mtld.mobi/domain/premium/sales>.

We will be releasing a new version of our [www.coop](http://www.coop) registry site at the end of June 2008 immediately before the International Co-operative Day (5 July 2008) and dotCoop would like to begin broadly circulating the potential RFP concept to the international cooperative community in concert with this event.

### **Business Description**

*Describe how the Proposed Service will be offered:*

Currently dotCoop allocates names on a first come first serve (FCFS) basis, however, there have been certain circumstances in which the registry has allocated domain names in an alternative equitable manner, as evidenced by the go.coop and uk.coop examples. Based upon the success of these experiments, dotCoop would like to explore other ideas within the cooperative community to make use of short (one and two character), memorable .COOP domain names to help spur recognition and adoption of the .COOP TLD within the cooperative community. However,

dotCoop is concerned that allocating these names through a traditional first come, first serve process potentially opens the door to gaming. Recently a number of the other sponsored registries have begun to utilize other equitable processes to allocate domain names to registrants that have expressed an interest in promoting/ advertising the registry brand via a specific second level domain. In its continuing effort to provide cooperatives a viable choice in the domain name marketplace other than legacy gTLD domains, dotCoop believes that it should be provided the opportunity to exercise some discretion regarding the allocation of domains within its community similar to the actions of other registries under contract with ICANN.

Following approval by the ICANN Board, dotCoop would promptly publish a formal call for Expressions of Interest in connection with these one and two character domain names. The evaluation of the Expressions of Interest will consider, at a minimum:

- previous use or identification with the name being requested including registered trademarks in use by the cooperative (although previous use is not required)
- whether the eligible organization has particular standing within its regional, national or international cooperative organizations or sectors
- whether the proposed use will be specific to the registrant or in general support of a geographic or sectoral group of cooperatives with wider use and/access being encouraged
- whether the domain would be actively used; an activation schedule should be included with the EoI.

In short, the EoI's would be evaluated in terms of the value of the use of the domain to the cooperative community.

The period of time for interested cooperatives to submit an expression of interest would be a minimum of three months. This publication would be done through the .COOP registrar channel and through other existing contacts that dotCoop maintains with the global co-operative community such as regional meetings of the ICA and the ICA Digest publication. DotCoop would provide an announcement message that Registrars could send out if they choose to offer these registrations and similar materials will be provided to the global co-operative community.

DotCoop does not expect a substantially large number of qualified applicants from within the cooperative to submit Expressions of Interests in connection with these one and two character domain names, and therefore does not anticipate imposing any type of application fee as the .MOBI and .ASIA registries did. However, should there be a large influx of interest in connection with these domain names, dotCoop does reserve the right to impose an application fee not in excess of \$500. It is important to note that while dotCoop will strive to offer this service at no additional cost to its registrants, it respects and supports the business decisions of other registries that have sought to impose these additional allocation fees.

These one and two character domain names would be registered and used in the same way as any other domain. However, usage restrictions incorporating the representation set forth in the RFP would be incorporated into the registrant agreement through a separate addendum. Additionally, the domain name would not be able to be renewed or re-registered without Sponsor/registry operator intervention so the domain would not be able to be used by any other organization without the Sponsor's approval. This is based upon the practices employed in connection with the go.coop and uk.coop registrations.

*Describe quality assurance plan or testing of Proposed Service:*

DotCoop will use the same quality assurance processes in connection with its normal operations to screen potential applicants for their qualifications for registration and to ensure that the domain name is utilized in the best interest of the global cooperative community.

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

The ICANN GNSO recently completed a report discussing the potential allocation of single letter domains see, <http://forum.icann.org/lists/allocationmethods/msg00038.html>. In response to ICANN's request for comment regarding potential allocation methods for single letter domain names, ICANN compiled the following document, see <http://forum.icann.org/lists/allocationmethods/pdfaOhSyxnovC.pdf>. ICANN's GNSO Reserved Names Working Group has also published a final report that addressed both single and two character reservations, see <http://gns0.icann.org/issues/new-gtlds/final-report-rn-wg-23may07.pdf>.

### **Contractual Provisions**

*List the relevant contractual provisions impacted by the Proposed Service:*

.coop TLD Sponsorship Agreement  
Appendix 6, section B  
<http://www.icann.org/tlds/agreements/coop/appendix-6-01jul07.htm>

In addition, the following names shall be reserved at the second level: all single-character labels.

*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:*

.coop TLD Sponsorship Agreement  
Appendix 6, section B

Sponsor shall be permitted to equitably allocate one and two character domain names that initially were reserved, provided that in the case of two character domain names measures are taken to avoid confusion with any corresponding country code.

### **Benefits of Service**

*Describe the benefits of the Proposed Service:*

Allowing allocation of these domain names will provide participating cooperatives and cooperative associations an additional marketing tool (short memorable domain names) in promoting the role of cooperatives to consumers as has successfully been done in connection with .COOP previous funnel request involving Appendix 6 (two-character) reserved names.

### **Competition**

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

It should be neutral. Registrant can select any accredited registrar to register the domain name.

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

None

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

Both .MOBI and .ASIA have utilized an equitable RFP allocation mechanism in connection with a small sub-set of domain names. DotCoop has also previously allocated ICANN Appendix 6 reserved names (two-characters) without incident or objection.

*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.*

This will be provided through the normal registry services to any qualified registrant through any accredited registrar of their choice.

The Registry Operator will manually release the name to be registered by the registrar selected by the registrant. The Sponsor and Registry Operator will employ similar safeguards as in the cases of go.coop and uk.coop to ensure there is no accidental registration/use of the domain names in question by registrants other than those approved through the review process.

*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).*

N/A

*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?*

Any previous technical concerns that existed have been addressed by ICANN Reserved Names Working Group in its final report, see <http://gnso.icann.org/issues/new-gtlds/final-report-rn-wg-23may07.pdf>.

### **Other Issues**

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

None that are known within the cooperative community served by the .coop TLD.

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

N/A

*List Disclaimers provided to potential customers regarding the Proposed Service:*

N/A

*Any other relevant information to include with this request:*

N/A