



ICANN Registry Request Service

Ticket ID: Y5J8J-2V2F5
Registry Name: DotCooperation LLC
gTLD: .COOP
Status: ICANN Review
Status Date: 2007-09-17 10:06:20
Print Date: 2007-09-17 10:45:08

Proposed Service

Name of Proposed Service:

Domain Name Exception - go.coop

Technical description of Proposed Service:

DotCoop would like to be able to provide a 2-character domain name to the National Cooperative Grocer's Association as requested in order to support a campaign by the organization to promote cooperatives and the cooperative business model.

NCGA has already registered the domains goco-op.coop and gocoop.coop in support of the promotion of the web site which will provide information about cooperatives and links to various co-op associations to provide consumers information about the variety of co-ops found in the U.S. and around the world.

This is part of a campaign that will be launched in October which is Co-op Month. Co-op Month has been celebrated in the U.S. since 1930 (see <http://www.coopmonth.coop/about/history.html>). Co-ops are encouraged to stress their community involvement, economic development activities, employment and other community contributions in their October celebrations.

Now that the Internet has become a part of communicating with their members and prospective members, NCGA is supporting Co-op Month not only for their members but for all cooperatives by sponsoring this website with support from the Cabot Creamery Cooperative (www.cabotcheese.coop).

Being able to use this additional domain name for their site will enhance the ability to promote this destination site for consumers to locate more information about co-ops in their community.

Consultation

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

This specific request was originally received as part of ongoing discussions within the NCBA Marketing Committee of which NCGA is a participating member. NCBA members representing such varied groups as credit unions, electric co-ops, agriculture co-ops as well as retail food co-ops participate in this committee both through mailing lists, teleconferences and meetings.



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This topic was originally discussed in a meeting held in May, 2007. In June, 2007, a meeting to discuss potential domain name and taglines was held where the Go Co-op! tagline was first presented by NCGA and it was met with wide support from other co-op groups. The original names were registered in August when development of the site was begun. Ongoing mailing list discussion has continued since that time involving many members of the Marketing Committee.

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

The original request was received from the NCGA with clear support from other members of the cooperative community though the Marketing Committee meetings and mailing list.

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 effect the registrars.

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 request originated with the end users and was quickly endorsed by other members of the co-op community.

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



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The use of the domain is endorsed by the National Cooperative Business Association. NCBA's mission is to "develop, advance and protect cooperative enterprise." The availability of a site developed to provide information to consumers about the range of services available from cooperatives is enthusiastically supported by NCBA.

Having a short and distinctive domain name such as go.coop will support the efforts of NCGA and other NCBA members to provide this information.

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

This two-character domain is not currently used by any country so it should not cause confusion within the domain name space.

Timeline

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

This domain would be registered as soon as it is approved.

NCGA would like to activate the domain to point to the existing www.goco-op.coop and www.gocoop.coop site no later than October 1, 2007 so that it can be actively used as part of the Co-op Month activities.

Business Description

Describe how the Proposed Service will be offered:

This two-character domain will be specifically used by the requesting organization. The domain would be registered and used in the same way as any other domain but would only be used by the requesting organization in the manner described.

Once the domain is registered, it will 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 Sponsor/ICANN approval.

All changes in organization within the registration period are reviewed for eligibility by dotCoop.



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In the case that the domain is not renewed by the registrant, the name will revert to the registry.

Describe quality assurance plan or testing of Proposed Service:

DotCoop will use the same process as used for previously successfully registered 2-character alphanumeric domains.

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

*RSTEP report on GNR's two-character name proposal:
<http://www.icann.org/registries/rsep/RSTEP-GNR-proposal-review-team-report.pdf>*

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.gns0.icann.org/drafts/icann-implementation-doc-gns0-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.⁴ Examples include ba.aero, ub.cat, 53.com, 3M.com, e8.org.



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4 The existing gTLD registry agreements provide for a method of potential release of two-character LDH [Letter-Digit-Hyphen] names at the second level. In addition, two character LDH strings at the second level may be released through the process for new registry services, which process involves analysis of any technical or security concerns and provides opportunity for public input. Technical issues related to the release of two-letter and/or number strings have been addressed by the RSTEP Report on GNR

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>*

"All two-character labels shall be initially reserved. The reservation of a two-character label string shall be released to the extent that the Registry Operator reaches agreement with the government and country-code manager, or the ISO 3166 maintenance agency, whichever appropriate. The Registry Operator may also propose release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes. "

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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None are needed as Appendix 6, section B already allows for this possibility.

Benefits of Service

Describe the benefits of the Proposed Service:

Providing this domain name will assist the participating cooperatives and cooperative associations in promoting the role of cooperatives to consumers as part of the annual Co-op Month activities.

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?:

None



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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.:

This will be provided through the normal registry services to any accredited registrar selected by the registrant.

The Registry Operator will manually release the name to be registered by the registrar selected by the registrant.

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



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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:

N/A

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

Concerns were addressed by the previously noted RSTEP report on the GNR two-character name proposal.

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:



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N/A

Any other relevant information to include with this request:

A letter from the National Cooperative Grocers Association will be attached to confirm their plans for the go.coop domain.