



ICANN Registry Request Service

Ticket ID: J1R5J-2W1N1

Registry Name: RegistryPro, LTD

gTLD: .pro

Status: ICANN Review

Status Date: 2009-02-04 11:37:44

Print Date: 2009-02-04 11:43:47

Proposed Service

Name of Proposed Service:

RegistryPro request to modify handling of names pending verification

Technical description of Proposed Service:

RegistryPro proposes to modify the registry practice of deleting names for which no authentication / verification information has been submitted for 44 days on the 45th day.

The registry has received complaints from registrants and registrars about the registry practice of deleting names pending verification.

Many registrars have complained that the practice creates unusually high frustration for registrants and causes significant impact to their organizations when names are deleted.

Many registrants have also complained to registrars and the registry directly when names have been deleted, stating that they are eligible to register but, for myriad reasons, were unable to submit the additional information within the 44 day window. Therefore, the proposed modification is valuable to registrants because it prevents the deletion of a name in cases where an eligible registrant has not submitted the verification information required to activate.

Therefore, the registry proposes to leave names pending verification in "inactive / pending verification" status until information is submitted.

Consultation

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

RegistryPro reached out to all active registrars in the .Pro TLD and requested feedback for our proposal. Registrars were contacted by email and asked to provide feedback directly to registry staff. In addition, RegistryPro presented the issue, along with registrar feedback, to the Advisory Board. The Advisory Board has accepted the proposal.

Below is a copy of the message that was sent to registrars.



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START_____

"From: Matt Buckland [mailto:matt.buckland@XXXXXXXXXXXXX.pro]

Sent: Tuesday, January 13, 2009 5:54 PM

To: XXXXXXXX@XXXXXXXX.com

Subject: *** Feedback Request from RegistryPro ***

Dear Registrar:

As part of RegistryPro's ongoing efforts to improve the .PRO offering and the experience of our registrars and registrants, we are soliciting input on the following proposed initiative. Please take some time to think of the effect of this proposal on your business, and let us know what additional considerations you would like us to weigh in implementing any accepted proposal.

PROPOSAL: Elimination of the registry practice of deleting names for which the Registrant Contact has not submitted A/V data.

The registry kindly requests registrar feedback from you by end of business on Tuesday, January 20th, 2009. Once received, we will prepare a detailed summary, present our conclusions to our Advisory Board, and implement as appropriate. Please be assured that all materials will be presented to our Advisory Board with your personal and/or company information omitted.

Effective today, we will suspend the deletion of all .Pro domains, pending resolution of this issue.

If you have any questions, comments or concerns about this proposal, please feel free to contact Catherine Sigmar or myself by phone or email.

Catherine Sigmar
General Manager
RegistryPro - The Internet for Professionals
V: + 1 312 XXX XXXX, ext. XXX

Thank you very much for your valued input and for your continued partnership with RegistryPro.

Matt Buckland
Director of Operations
RegistryPro - The Internet for Professionals
V: + 1 312 XXX XXXX, ext. XXX



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END_____

Registrars sponsoring over 95% of the total names in the TLD were overwhelmingly supportive of our proposal.

We then created a detailed summary of all registrar feedback and presented to our Advisory Board (see Section C below).

At the conclusion of their deliberations, which included several requests for comment by the registry, Board Chair Steven Wright confirmed that the Board was in support of our proposal. In his email, he wrote:

"Please accept this message as a formal notification of the Board's support for your proposal."

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

N/A

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

All active registrars in the gTLD were offered the opportunity to provide feedback to the registry on our proposal (see above). The nature was of soliciting feedback in support of or against our proposal.

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the



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nature and content of these consultations?:

RegistryPro's Advisory Board was consulted by a standard email notification.

We notified our Board Chair that the Board's consultation was requested. As this policy change required prompt action, the Board was asked, and agreed, to consider our proposal outside the normal quarterly meeting structure.

The registry then sent the full details of our proposal including registrar feedback to each Board member and requested feedback from them.

Below is a copy of the message that was sent to our Advisory Board members.

START_____

From: Matt Buckland [mailto:matt.buckland@XXXXXXXXXXXXX.pro]

Sent: Wednesday, January 21, 2009 3:50 PM

To: 'XXXXXXXX@XX.XXXX.XXX'

Subject: RegistryPro Proposed Policy Change: Delete Policy

Dear RegistryPro Advisory Board,

On January 13, 2009, RegistryPro issued a request for feedback to all active .Pro registrar partners on a proposal to eliminate the registry policy of deleting names for which no professional credential information has been submitted. Our current policy, in place since the inception of the registry, is to delete names for which A/V data has not been submitted after 44 days, either from the creation date or at any time in the term of the registration. Below is a copy of the proposal sent to registrars:

"Dear Registrar:

As part of RegistryPro's ongoing efforts to improve the .PRO offering and the experience of our registrars and registrants, we are soliciting input on the following proposed initiative. Please take some time to think of the effect of this proposal on your business, and let us know what additional considerations you would like us to weigh in implementing any accepted proposal.

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Effective today, we will suspend the deletion of all .Pro domains, pending resolution of this issue."

REGISTRAR / REGISTRANT / REGISTRY PERSPECTIVE

We initiated this proposal in response to several complaints from registrars and registrants who have lost .Pro names since our September relaunch.

From a registrar perspective, our delete policy is causing customer complaints and creating significant impact to support and customer service processes. In many cases, the deletion of a name is inconsistent with a registrar's ability to provide the seamless service they can for other, more easy to use TLDs. It is also making .Pro a less attractive product and causing a pull-back in registrar support for .Pro. Feedback from registrars is included below.

From a registrant perspective, domains are being deleted every day, possibly because registrants are unaware or unclear about the registry's new eligibility requirements and activation processes. Registrants are becoming frustrated and have issued a variety of complaints to registrars and the registry. Many registrants are qualified, but do not or cannot provide credential information within the 44 day window.

From the registry perspective, hundreds of names have been deleted, which negatively impacts our growth and reputation in the community. Our current estimates are that over 1300 names have been deleted for lack of AV data since September, 2008. Additionally, 523 names are currently in "pending delete" status. These names can be deleted at any time, but, as indicated in our proposal to registrars, we've elected to suspend deletion until this issue is resolved.

REGISTRAR FEEDBACK

Here is a summary of the feedback we received from registrars. Most responding registrars (eight of ten) are supportive. One did indicate that they support the current policy (see #7), one suggested extending the delete timeline (see #10).

- 1. "I confirm that you have our approval in implementing such a proposal."*
- 2. "I completely agree with this proposal, especially when there is no possibility for registrar to overview and gather the*



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information to fill the AV forms for their clients. In other words, it is difficult for us to follow and know if our clients have problems to fill their AV forms, or just to know if they have filled the AV form."

3. "It's a really good initiative because the management after the creation is really painful. But the idea is to keep quality on this domain and prevent [cyber-squatting] is probably to lock the domain as today until AV is submitted and forbid the [renewal] of an inactive domain."

4. "I think setting a domain to 'inactive' status for the entire length of the registration is perhaps too long. Perhaps maybe an extended 'inactive' status - say, 60 days - if the domain hasn't been approved, but not the entire length of the registration would be better?"

5. On behalf of [the company], I want to thank you very much for sending along this proposal for comment. We wholeheartedly endorse and unequivocally support .PRO's proposed policy change to eliminate the deletion of domain names in cases where the registrant has not submitted A/V data. This new approach is much more customer friendly than the prior approach, while maintaining the integrity of the registry. As you know, we have been dealing with numerous customer complaints due to the existing policy and have been forced to provide thousands of dollars in customer credits. Removing the deletion policy, but keeping the rest of the measures necessary to maintain the important characteristics of the .PRO registry strikes the right balance between two important goals of the registry."

6. "That question is quite easy to answer. Of course we appreciate that domains with missing a/v data would not be deleted anymore. All that extra formalism and the extra regulations in the past are reasons why .PRO had no chance to become a mass domain. All formalism that is not in the interest of a registrant (as long as it's not an ICANN requirement) and which you can get rid of... feel free to drop it".

7. "We'd like to give you a feedback on the elimination of the registry practice of deleting names for which the Registrant Contact has not submitted A/V data. As the .Pro domain name was "born" for certified professionals we find it correct to verify registrant's data for "security" purposes. And we support the current practice of deleting domain names for which A/V data weren't submitted."

8. "I agree with the proposal..."

9. "[W]e definitely approve your proposal because it will prevent from domain name deletions."

10. "This seems like a very good idea because deleting the domains [is] causing a lot of frustration among our customers."



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ADDITIONAL INFORMATION

The proposal to eliminate the registry policy of deleting names for lack of AV data brings another question posed by registrars and by our policy specialists into the discussion: how should the registry handle these names?

We believe that the most reasonable option for all parties is to maintain the registry policy of not activating a name until A/V data has been received. In other words, a domain would not be deleted if credential information hadn't been submitted, but it would also not resolve in DNS, meaning they could not use it. Additionally, the registry plans to maintain our policy of requiring a "pass" or "success" AV data result for the renewal of a .Pro name.

It is RegistryPro's conclusion that registrars are overwhelmingly supportive of this proposal, which is fair to all parties and does not raise any stability, security or competition concerns. We conclude that the implementation of this proposal will contribute the continued growth and expansion of the .Pro top level domain by improving the .Pro experience for our registrars and registrants.

We ask for the support of our Advisory Board for this proposal, and kindly request your feedback by Tuesday, January 27th, 2009.

If you have any questions, comments or concerns about this matter, please feel free to contact me directly.

Matt Buckland

Director of Operations

RegistryPro - The Internet for Professionals

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END _____

We responded to several requests for clarification from Board members by email.



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

Feedback from end users concerning our current policy has been relayed largely by our registrars, therefore no additional feedback from end-users was deemed necessary or appropriate.

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

The registry has direct feedback from registrars that registrants and our partners both endorse this policy.

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

We are not aware of wide-spread objections to the introduction of this service.

Timeline

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

This policy will be implemented as soon as is commercially reasonable. Since registrars have been made aware of the registry's proposal and intent to implement, and have been given opportunity to comment, and the Advisory Board has considered and accepted the change in light of all registrar feedback, no further outreach or feedback is required.

Business Description

Describe how the Proposed Service will be offered:

The registry will offer this policy modification to all registrars sponsoring .Pro names. We plan to announce this change using our normal registry-registrar communication tools, including email, secure portal access, and phone calls.

Describe quality assurance plan or testing of Proposed Service:



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No testing of this service is required.

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

N/A

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

The applicable portions of the contract between ICANN and the registry are at Section 8 in Appendix L (.pro.)

Section 8.1 includes a definition of "Verification Process" by reference to subsections 8.2 and 8.3 of Appendix L. 8.2 describes the process to confirm eligibility for registration and verification of professional credentials and subsection 8.3 describes the verification toolkit that may be used to verify the professional credentials of a registrant. Section 8.1 outlines three options for the execution of the verification process in 8.2 and 8.3 as (1) conducted by the Registrar or (2) conducted by the Registry operator or (3) conducted by a third party.

Section 8.2 states as follows:

"A domain name may be registered prior to the completion of the Verification Process; however, it will not resolve in the DNS until such time as the Verification Process has been successfully completed and the eligibility of registration confirmed. Any domain that has been registered for 60 days without successful confirmation of such eligibility may be deleted by the Registry Operator. There shall be no refund of fees Paid for such deleted names."

Further, subsections 8.2.2.1 and 8.2.2.2 state that "If more than 44 days have passed after the Verification Date and no Verification Process has been completed, the domain name will be deleted."

Our prior policy of deleting the names immediately after the 44th day is supported by this language. Additionally, the proposed adjustment to our policy is permitted under this subsection so long as the name is deleted where no Verification Process has been completed.

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

None.



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

This proposed service will have no effect on WHOIS. .Pro names in "inactive / pending verification" status contain WHOIS information, like all defensive, resolving and redirecting names in the .Pro registry.

Contract Amendments

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

None.

Benefits of Service

Describe the benefits of the Proposed Service:

The implementation of this policy will result in compliance with registrar and registrant expectations based on industry standards.

As the .Pro registry expands we must take extra care to ensure that all of our registrars and registrants in the TLD are aware of the obligations and requirements to use a .Pro name.

Registrars will benefit from this policy modification because they will not have to deal with many of the complaints from registrants when names are deleted.

The implementation of this proposed policy modification will allow registrants the opportunity to use the .Pro TLD without having their name deleted, while ensuring that only those who have submitted information can activate their names.

Competition

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

The implementation of this policy does not create any effects, positive or negative, on competition.

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



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N/A

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

N/A

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?:

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.:

N/A

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

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



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reponses 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?:

No.

Other Issues

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

No.

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

No.

List Disclaimers provided to potential customers regarding the Proposed Service:

N/A

Any other relevant information to include with this request:

None.