



# ICANN Registry Request Service

Ticket ID: V9K1Z-8L1K5

Registry Name: Merck KGaA

gTLD: emerck

Status: ICANN Review

Status Date: 2015-01-23 15:40:13

Print Date: 2015-01-23 15:40:19

## Proposed Service

Name of Proposed Service:

*Release of Country and Territory Names*

Technical description of Proposed Service:

*Pursuant to Section 4 of Specification 5 of the Registry Agreement between ICANN and Merck KGaA ("Registry Operator"), we request the release of reserved Country and Territory Names. These include: 1. The short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needed to represent the name European Union, 2. The United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World, and 3. The list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names.*

## Consultation

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

*Registry Operator has not undertaken direct consultation with the community, experts or others. Registry Operator relies on the historical availability of such names in legacy domains, as well as the recent comments of the Governmental Advisory Committee in its March 27, 2014 Singapore Communique whereby it indicated no major concerns about brand owners seeking approval for the release of country names and two-letter and character codes at the second level. Registry Operator is a brand owner seeking approval for the release of country and territory names in the .EMERCK TLD, for which it has applied to operate as a ".Brand" TLD in accordance with Specification 13 to the Registry Agreement. Since such names will be used for the purposes of the representation of our company, it is almost impossible to anticipate any abuse or misconduct, or that such domain name could be confusing to users or otherwise offensive to any country.*

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

*Not applicable*



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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?:

*Not applicable*

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

*Not applicable*

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

*As Registry Operator intends to operate the .EMERCK TLD as a .Brand TLD wherein only it, its Affiliates or Trademark Licensees are permitted as registrants of domain names, Registry Operator relies on its business plans and marketing strategies in concluding that real demand and utility exists for the release of country and territory names to support its activities in the TLD.*

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

*Registry Operator, as the eventual registrant of the relevant domain names in its .Brand TLD, supports the release of country and territory names for use in conjunction with its business purposes in a non-confusing manner. Furthermore, Registry Operator's customers and partners who will utilize and identify the .EMERCK TLD as the trusted namespace associated with Registry Operator would benefit from and support this proposal. As indicated above, the GAC has not identified concerns or significant issues in the release of such names.*

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

*In light of the intended use of the TLD, the lack of objection from the GAC, and, if relevant, the consent of ICANN for the release of country and territory names, there does not appear to be any interested governmental authority, entity, or individual who would object to the release of country and territory names in accordance with this proposal. In the event that a relevant concern be raised, Registry Operator is prepared to engage the concerned party in accordance with any process specially developed for such purpose or as otherwise required by ICANN.*



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## Timeline

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

*Registry Operator would seek to begin registering country and territory names in domain names as soon as practicable in accordance with Specifications 5 and 13 to its Registry Agreement, including, if applicable, any further application to or approval from ICANN, GAC member, country, or registry authority as may be required.\r\n*

## Business Description

Describe how the Proposed Service will be offered:

*In accordance with the requirements of Specification 13 to the Registry Agreement, only Registry Operator, its Affiliates or Trademark Licensees may register domain names in the .EMERCK TLD incorporating released country and territory names at the second level.\r\n\r\n*

Describe quality assurance plan or testing of Proposed Service:

*Not applicable; released country and territory names will be subject to the same protections and safeguards available to all other permissible strings available for registration in the .EMERCK TLD.\r\n\r\n*

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

*Not applicable\r\n\r\n*

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*Registry Agreement, Specification 5, Section 4, Country and Territory Names. The country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists shall be withheld from registration or allocated to Registry Operator at All Levels: 4.1 the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally*



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*reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union; 4.2 the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and 4.3 the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names; Provided, that the reservation of specific country and territory names (including their IDN variants according to the registry operator IDN registration policy, where applicable) may be released to the extent that Registry Operator reaches agreement with the applicable government(s). Registry Operator must not activate such names in the DNS; provided, that Registry Operator may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such names that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.*

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:

*The proposed release of country and territory names is foreseen under Specification 5, Section 4 of the Registry Agreement, subject to the agreement with the applicable government(s) or subject to review by the GAC and approval by ICANN as the case may be. The release does not require any contractual amendment in order for implementation.*

## Benefits of Service

Describe the benefits of the Proposed Service:

*The release of country and territory names will allow Registry Operator to promote itself and its activities in its .Brand TLD*



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*space using more appropriate and meaningful domain names for the benefit of its customers and partners in a non-confusing manner.* \r\n

## Competition

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

*The release of country and territory names in the .EMERCK TLD space will have a positive effect on competition as it will contribute to the creation of an authentic, easy-to-locate, and centralized source of information about Registry Operator and its activities, thus promoting competition, innovation, and consumer choice on the Internet.* \r\n

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

*The effect of the release of country and territory names in the .EMERCK TLD space would be limited to those areas of Registry Operator's commercial activities.* \r\n

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

*Legacy TLD operators currently provide for the registration of country and territory names as domain names.* \r\n

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.* \r\n

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.* \r\n

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.:



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No.\r\n

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.\r\n

## Security and Stability

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

No.\r\n

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

No effect.\r\n

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

No.\r\n

## Other Issues

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

*As rights holder protection is a core element of Registry Operator's approach to the management of new TLD spaces, and Registry Operator has implemented a comprehensive rights-protection plan, there are no foreseen issues or considerations relating to the release of country and territory names that would not be addressed by existing rights protection measures already implemented for the .EMERCK TLD. \r\n*

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



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*No.*

List Disclaimers provided to potential customers regarding the Proposed Service:

*None.*

Any other relevant information to include with this request:

*No.*