



# ICANN Registry Request Service

**Ticket ID: G0U0Z-1R4N4**

**Registry Name: BNP Paribas**

**gTLD: BNPPARIBAS**

**Status: ICANN Review**

**Status Date: 2015-05-28 17:16:36**

**Print Date: 2015-05-28 17:16:42**

## Proposed Service

Name of Proposed Service:

*Release of Country and Territory Names for .BNPPARIBAS a .BRAND TLD*

Technical description of Proposed Service:

*Pursuant to Section 4 of Specification 5 of the Registry Agreement between ICANN and BNP PARIBAS ("Registry Operator"), we request the release of reserved Country and Territory Names within .BNPPARIBAS. These include: 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, 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 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. Upon release, these names would be subject to all registration policies established for .BNPPARIBAS including, but not limited to, .BNPPARIBAS Eligibility Requirements and Acceptable Use Policy. These policies mandate that all domains within .BNPPARIBAS be registered to and controlled by BNP PARIBAS and its Affiliates and Trademark Licensees and feature BNP PARIBAS-branded content. We do not envision any risks to the security, stability or resiliency of the Domain Name System associated with the release of these names within .BNPPARIBAS.*

## 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 .BNPPARIBAS 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.*



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

*Not applicable*

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 .BNPPARIBAS is a closed, .BRAND Registry, BNP PARIBAS and its Affiliates and Trademark Licensees will be the registrant for all country and territory names released within .BNPPARIBAS. Though no other consultations were conducted, we believe the release of these names will benefit end users by facilitating user navigation through short, meaningful, and memorable domain names.*

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

*There is a high demand from end users for country and territory names to assist in user-friendly navigation in order to navigate the user to a web-page of the appropriate country and language. Number of countries have expressly welcomed the development of geo-targeted content by .BRAND TLDs with a focus on their national economies or language groups. The release of country and territory names within .BNPPARIBAS would provide a clear platform upon which to develop and showcase content targeted toward specific national economies or language groups.*

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



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*We are not aware of any specific objections but are fully prepared to engage in dialogue if any GAC Representative or other Government Authority raises concerns about their country or territory name being released in .BNPPARIBAS in response to this RSEP request. In the event that a relevant concern might be raised, Registry Operator is prepared to engage the related party in accordance with any process specially developed for such purpose or as otherwise required by ICANN.*

## Timeline

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

*BNP PARIBAS intends to begin registering country and territory names as soon as ICANN approves this request.*

## Business Description

Describe how the Proposed Service will be offered:

*BNP PARIBAS operates .BNPPARIBAS as a .BRAND Registry, in line with the requirements set forth in Specification 13. As such, all domains under .BNPPARIBAS will be registered to and controlled by BNP PARIBAS, its Affiliates, or its Trademark Licensees. BNP PARIBAS does not intend to sell .BNPPARIBAS domain names to the general public or to allow unaffiliated third parties to control the DNS records associated with domains in .BNPPARIBAS. The TLD will be used to feature e-commerce and other content particular to the BNP PARIBAS brand. We envision that country and territory names would be used as part of a navigation scheme to point users to relevant, geo-targeted content. For example, france.BNPPARIBAS could be used to point users from France to local product and service offerings, or other locally-relevant content.*

Describe quality assurance plan or testing of Proposed Service:

*Not Applicable*

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

*Not Applicable*

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:



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*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 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:

*This request is pursuant to the proposed request provided in Specification 5, Section 4 of the Registry Agreement. This is a simple extension of the available namespace, anticipated by Specification 5 of the registry agreement. According to Specification 5, Section 4, the release of country and territory names may be approved by ICANN subject to review by ICANN's Governmental Advisory Committee (GAC). BNP PARIBAS proposes that Exhibit A of the .BNPPARIBAS Registry Agreement would be amended to read: "Notwithstanding Section 4 of Specification 5 of the Agreement, Registry Operator may offer registrations for and activate in the DNS the country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists: the short form (in English) of all country and territory*



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*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 needing to represent the name European Union; 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 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."*

## 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 TLD space using more appropriate and meaningful domain names for the benefit of its customers and partners in a non-confusing manner. It will help answer the high demand from end users for country and territory names to assist in user-friendly navigation in order to navigate the user to a web-page of the appropriate country and language.*

## Competition

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

*Positive. Efficient navigation to country and language web pages appropriate for the end user will enhance competition and choice in the global marketplace.*

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 .BNPPARIBAS TLD space will be potentially in all markets as BNP PARIBAS is a global leader in its area of activity.*

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

*Legacy TLD registry operators and some new gTLD operators are already permitted to offer country and territory domain names.*



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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. These domains will be used to facilitate user navigation by providing short, meaningful, and memorable domain names upon which Internet users can access BNP PARIBAS-branded content. These domain names will not be sold to third parties.*

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. It is to be noted that BNP PARIBAS has contracted with Afilias to provide the technical backend services associated with the .BNPPARIBAS TLD. Afilias will therefore implement the release of country and territory names within .BNPPARIBAS, however decisions as to the allocation and use of those names will remain with BNP PARIBAS.*

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. We had discussions and requests from eligible registrants who informed us that country and territory names are of essence for end users.*

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:

*The proposed service will have no effect.*



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

*No technical concerns have been raised.*

## Other Issues

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

*No, the proposal does not increase any risk of intellectual property infringement. On the contrary, as a .BRAND registry,.BNPPARIBAS will provide a space virtually free from all risk of intellectual property infringement as BNP PARIBAS will be in full control of registrations and content for the TLD.*

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

*No*

List Disclaimers provided to potential customers regarding the Proposed Service:

*None. All of the registrations will be for BNP PARIBAS or its Affiliates or Trademark Licensees.*

Any other relevant information to include with this request:

*No*