



## RSEP Fast Track-BTAPPA

September 18, 2023

### Registry Operator

GMO Registry, Inc.

### Request Details

Case Number 01252737

## Service Description

This service request should be used to submit a Registry Services Evaluation Policy (RSEP) request to implement the Bulk Transfer After Partial Portfolio Acquisition (BTAPPA) service, which permits Registry Operators to offer to registrars a bulk transfer service in the circumstance where (i) one ICANN-accredited registrar purchases, by means of a stock or asset purchase, merger or similar transaction, a portion but not all, of another ICANN-accredited registrar's domain name portfolio in the TLD or (ii) a newly accredited registrar (gaining registrar) requests a transfer of all domain names from the losing registrar for which the gaining registrar has served as the reseller.

The statements below reflect the standard implementation of the proposed service with no apparent significant security or stability issues as well as the standard amendment language for Bulk Transfer After Partial Portfolio Acquisition (BTAPPA). Please note this request will be published on the ICANN org [RSEP webpage](#) upon completion of the Completeness Check, which will be within 5 days from submission.

If any of the statements below do not apply to your registry's implementation of the proposed service, this RSEP Fast Track request may not be used. Instead, you must submit a standard "RSEP (Registry Services Evaluation Policy)" request. Please click here for more information about the process.

Complete the information requested below. All answers marked with a red asterisk are required. Click the Save button to save your work and click the Submit button to submit to ICANN.

## Registry Operator Confirmation

### 1. My registry requests to implement the Bulk Transfer After Partial Portfolio Acquisition (BTAPPA) service for the TLDs included in this request.

Yes

### 2. My registry confirms the amendment language below represents the proposed service in this RSEP request and my registry agrees to execute the Registry Agreement amendment without modification.

*Note: amendment execution will occur once the request has successfully passed ICANN Review for security, stability, and competition.*

#### **Bulk Transfer After Partial Portfolio Acquisition**

Bulk Transfer After Partial Portfolio Acquisition (“BTAPPA”) is a registry service available to consenting registrars in the circumstance where:

- (i) one ICANN-accredited registrar purchases, by means of a stock or asset purchase, merger or similar transaction, a portion but not all, of another ICANN-accredited registrar's domain name portfolio in the TLD or
- (ii) a newly accredited registrar (gaining registrar) requests a transfer of all domain names from the losing registrar for which the gaining registrar has served as the reseller. Upon completion of the transfer, the gaining registrar is the new sponsoring registrar. The gaining registrar must certify the BTAPPA would not otherwise qualify under ICANN's Transfer Policy.

At least fifteen days before completing a BTAPPA, the losing registrar must provide written notice of the bulk change of sponsorship to all domain name registrants for names involved in the BTAPPA. The notice must include an explanation of how the RDDS record will change after the BTAPPA occurs and customer support and technical contact information of the gaining registrar.

The losing registrar's existing Registration Agreement with customers must permit the transfer of domain names in the event of acquisition by another party. A single BTAPPA request may be submitted for transfers from multiple losing registrars provided they are Affiliated Registrars as defined by the 2013 or subsequent Registrar Accreditation Agreement.

The expiration dates of transferred registrations are not affected and, therefore, there are no ICANN fees. Once the BTAPPA is complete, there is no grace period to reverse the transfer.

Domain names in the following EPP statuses at the time of the BTAPPA execution shall not be transferred:

- Base statuses: pendingTransfer, pendingDelete.
- Redemption Grace Period (“RGP”) statuses: redemptionPeriod, pendingRestore, pendingDelete.

Domain names that are within a grace period window are subject to BTAPPA, but Registry Operator may decline to provide a credit for those names deleted after the BTAPPA and prior to the expiration of the applicable grace period window.

Registry Operator must reject a BTAPPA request if there is reasonable evidence that a transfer under BTAPPA is being requested in order to avoid fees otherwise due to Registry Operator or ICANN. Registry Operator has discretion to reject a BTAPPA request if a registrar with common ownership or management or both has already requested BTAPPA service within the preceding six-month period.

Yes

## Competition Questions

### **1. Do you believe the proposed service would have any positive or negative effects on competition? If so, please explain.**

We believe the proposed service would have a positive effect on competition, as it would enable a more efficient and secure transfer of domain names between registrars in the case of partial portfolio acquisitions. This would reduce the administrative burden and the risk of errors or disputes for both registrars and registrants and enhance the customer experience and satisfaction. The proposed service would also promote innovation and diversity in the domain name industry, as it would facilitate the entry and exit of registrars in different markets and segments.

### **2. How would you define the markets in which the proposed service would compete?**

The markets in which the proposed service would compete are the markets for domain name registration and management services. These markets are global, dynamic, and competitive, with many registrars offering various products and features to attract and retain customers.

### **3. What companies/entities provide services or products that are similar in substance or effect to the proposed service?**

As far as we are aware, there are currently no companies or entities providing a similar service to the proposed Bulk Transfer After Partial Portfolio Acquisition (BTAPPA) within the domain

industry. This unique service has been designed to address a specific need and will be introduced in compliance with ICANN policies and regulations.

**4. In view of your status as a Registry Operator, would the introduction of the proposed service potentially impair the ability of other companies/entities that provide similar products or services to compete?**

We do not believe that the introduction of the proposed service would potentially impair the ability of other companies/entities that provide similar products or services to compete. On the contrary, we think that the proposed service would create a level playing field for all registrars who wish to participate in partial portfolio acquisitions, regardless of their size or market share.

**5. Do you propose to work with a vendor or contractor to provide the proposed service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.**

We do not propose to work with a vendor or contractor to provide the proposed service. We have developed the proposed service internally, using our own technical and operational resources and expertise. The proposed service is fully compliant with ICANN's standards and requirements and does not involve any third-party intervention or interference.

**6. Have you communicated with any of the entities whose products or services might be affected by the introduction of the proposed service? If so, please describe the communications.**

We have communicated with some of the registrars that are currently accredited to offer .shop domain names, and they have informed us about the proposed service and its benefits. We have also solicited their feedback and suggestions on how to improve the proposed service and make it more user-friendly and convenient. Registrars have expressed their interest and support for the proposed service, and have indicated their willingness to use it in the future.

**7. Do you have any documents that address the possible effects on competition of this proposed service? If so, please submit them with your application. ICANN will keep the documents confidential.**

### Affected TLDs

| Current Registry Operator | Top Level Domain | Registry Agreement Date |
|---------------------------|------------------|-------------------------|
| GMO Registry, Inc.        | .nagoya          | 2013-10-24              |
| GMO Registry, Inc.        | .shop            | 2016-04-08              |
| GMO Registry, Inc.        | .tokyo           | 2013-11-13              |
| GMO Registry, Inc.        | .yokohama        | 2013-12-12              |