



# ICANN Registry Request Service

Ticket ID: F2D6U-7M3N0

Registry Name: Zodiac Registry Limited

gTLD: .WANG

Status: ICANN Review

Status Date: 2014-06-30 15:21:53

Print Date: 2014-06-30 15:34:54

## Proposed Service

Name of Proposed Service:

*Release of Certain Two Character ASCII Labels*

Technical description of Proposed Service:

*Pursuant to Section 2 of Specification 5 of such Registry Agreements, the Registry Operators of the following TLDs request the release of all two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 standard and for which there is currently no corresponding government or country-code. Wang, Registry Agreement between ICANN and Zodiac Registry Limited (dated October 24, 2013), Registry Agreement between ICANN and Eagle Horizon Limited (dated September 13, 2013), Registry Agreement between ICANN and Tycoon Treasure Limited (dated September 13, 2013), Registry Agreement between ICANN and Zodiac Aquarius Limited (dated November 21, 2013), Registry Agreement between ICANN and Zodiac Scorpio Limited (dated November 21, 2013)*

## Consultation

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

*We do not believe consultations are required in this instance. This request/proposal is made pursuant to Specification 5 Section 2 of the Registry Agreements, which contemplates that Registry Operators may propose the release of the two-character ASCII label reservations where there is the ability to avoid confusion with the corresponding country codes, subject to approval by ICANN. We note ICANN has approved the release of the 2-character SLD names to many legacy as well as new gTLD Registry Operators <https://www.icann.org/resources/pages/rsep-2014-02-19-en>, including a recent request by Donuts for the release of two-character ASCII labels in relation to all Donuts operated TLDs (see RSEP 2014011). We further note that pursuant to Article 3.2 of the Registry Agreements, ICANN shall not apply standards, policies, procedures or practices arbitrarily, unjustifiably, or inequitably and shall not single out Registry Operator for disparate treatment unless justified by substantial and reasonable cause". We see no substantial and reasonable cause to justify disparate treatment for this request*

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



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N/A\r\n

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

N/A\r\n

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

N/A\r\n

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

*We have been asked by many potential registrants to release certain 2-character SLD names.\r\n*

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

*Potential registrants interested in two character labels.\r\n*

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

*Our proposal/request is for the release of the non-country code two-character ASCII labels and, in our view, it poses no risk of confusion so there should not be an objection.\r\n*

## Timeline

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

*As soon as possible after receipt of ICANN's approval.\r\n*



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## Business Description

Describe how the Proposed Service will be offered:

*In the same manner as all other domain names (including private negotiation, auction, etc.).*

Describe quality assurance plan or testing of Proposed Service:

*N/A*

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:

*Specification 5, Section 2 of the Registry Agreements: 2. Two-character labels. All two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such labels may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator, provided that such two-character label strings may be released to the extent that Registry Operator reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard. The Registry Operator may also propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes, subject to approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such labels 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.*



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

*None.\r\n*

## Contract Amendments

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

*It is our understanding from ICANN staff that ICANN will request proposed relines if and when the RSEP is approved (see "RSEP Business Process Overview" presented to the Registry Stakeholder Group on 7 May 2014).\r\n*

## Benefits of Service

Describe the benefits of the Proposed Service:

*These labels are easy to remember (especially for non-English speaking Internet users) and will promote consumer choice and competition in the new gTLD marketplace.\r\n*

## Competition

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

*We believe it will have many positive effects as businesses and users will be able to register short and memorable names to suit their needs and further promote competition in the domain name market.\r\n*

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

*Global domain market, with a focus on Chinese-speaking Internet users.\r\n*

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

*Registry operators of legacy and new gTLDs.\r\n*



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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.\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.:

*We have had discussions with potential registrants who are interested in the proposed Registry Service. \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:

*N/A\r\n*

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



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No.\n

## Other Issues

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

No.\n

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

No.\n

List Disclaimers provided to potential customers regarding the Proposed Service:

*The Proposed Service (registration and activation of two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 list) is subject to ICANN's approval. \n*

Any other relevant information to include with this request:

No.\n