ICANN Registry Request Service

Ticket ID: Y2A0Q-6I8K8
Registry Name: Top Level Domain Holdings Limited
gTLD: .cooking
Status: ICANN Review
Status Date: 2014-07-21 18:12:54
Print Date: 2014-07-21 18:18:55

Proposed Service

Name of Proposed Service:

Two-Character Name Allocation Proposal

Technical description of Proposed Service:

Permit the introduction of two-character domains in all M+M/TLDH TLDs (currently: .abogado, .bayern, .beer, .budapest, .casa, .cooking, .country, .fashion, .fishing, .garden, .horse, .luxe, .miami, .nrw, .rodeo, .surf, .vodka, .wedding, .work, and .yoga), while reserving two-letter domains that correspond to the two letter country code names. By this, we mean that two-letter domains that currently correspond to two-letter country code TLDs will not be included in this RSEP.\r\n

Consultation

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

Not Applicable

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?:

Consultations with registries and registrars were not needed. We have noticed, however, than this service request has been submitted by many other registries. We would like to associate ourselves with their requests to release two character domains.

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

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Not Applicable

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

Not Applicable

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

TLDH, Bayern Connect GmbH, and Minds + Machines GmbH endorse the introduction of this service, along with the other registries that have previously requested this service. This service has been requested by numerous prospective partners and registrants. We are there for of the opinion that this is a service that would benefit the internet at large.

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

We are unaware of any objections to this service. We look forward to reviewing concerns raised during the public comment period.\r\n

Timeline

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

As soon as possible.

Business Description

Describe how the Proposed Service will be offered:

TLDH, Bayern Connect GmbH, and Minds + Machines GmbH intend to responsibly promote the use of two character domain names by individuals and organizations who are committed to building websites that have strong commitments to marketing, quality, creativity, and desire to launch a website in a timely manner.

Describe quality assurance plan or testing of Proposed Service:

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Minds + Machines, the registry services provider for the TLDs in question, as well as for other TLDs, has conducted all necessary testing and will continue to ensure appropriate implementation.

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:

Registry Agreement Specification 5(2)

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

We do not anticipate any effect on the reporting of data to ICANN as all two-character domain names would be subject to the same reporting that greater-than-two-chracter domain names are subject to.\r\n

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

We do not anticipate an effect on whois reporting.

Contract Amendments

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

Specification 5(S) should be modified to allow two character domain names, except for those with corresponding country codes.

Benefits of Service

Describe the benefits of the Proposed Service:

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The use of two character domain names will result in increased usage and awareness of new gTLD domain names--both in the affected TLDs and beyond, in the new gTLD program. It will also allow for increased choice for registrants and the internet community in general.

Competition

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

Because of other registries\' similar requests, we believe that the use of two character domain names will positively impact competition and choice in the new gTLD marketplace, allowing the affected TLDs to remain competitive.

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

New registrations of domain names by high quality registrants.

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

The following registry operators currently offer or have applied to offer two-character domain name registrations at the second level: \r\n\r\nAfilias Limited (.info), NeuStar, Inc (.biz), RegistryPro, Ltd. (.pro), Public Interest Registry (.org), DotAsia Organisation Ltd. (.asia), Telnic Ltd. (.tel), Fundacio puntCAT (.cat), Tralliance (.travel), DotCooperation LLC (.coop), EmployMedia LLC (.jobs), Global Name Registry LTD (.name), Donuts (multiple new gTLDs), RSLC (.gop).

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?:

Not to our knowledge.

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.:

Our registry services provider, Minds + Machines will provide the technical ability to register these names.

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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.:

Not applicable.

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 reponses to Internet servers or end systems:

We are not aware of any affect to the throughput, response time, consistency, or coherence of responses to internet servers or end systems.

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 to our knowledge.

Other Issues

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

Intellectual property considerations raised by the service are already addressed by the established rights protection mechanisms (including the UDRP and URS).

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

No.

List Disclaimers provided to potential customers regarding the Proposed Service:

Not applicable.

Any other relevant information to include with this request:

We would like to reiterate that this service will benefit registrants and the internet-using community as a whole by increasing competition and choice for domain names.