



Date: 17 August 2017

ICANN Final Determination

Re: Notice of Registry Operator Request for Termination of Registry Agreement - .mcdonalds

On 9 May 2017, McDonald's Corporation notified ICANN of its intent to terminate the .mcdonalds Registry Agreement entered into on 30 July 2015. Pursuant to Section 4.4(b) of the Registry Agreement, Registry Operator may terminate the Registry Agreement for any reason upon one hundred eighty (180) calendar day advance notice.

Pursuant to the terms of Section 4.5 of the Registry Agreement, ICANN consulted with McDonald's Corporation to assess whether to transition operation of the .mcdonalds top-level domain (TLD) to a successor Registry Operator.

On 5 July 2017, ICANN made a preliminary determination that operation of the .mcdonalds TLD need not be transitioned to a successor Registry Operator based on the following rationale:

- ⦿ McDonald's Corporation, in its function as the Registry Operator has represented to ICANN that it does not sell, distribute or transfer control or use of any registrations in the .mcdonalds TLD to third parties.
- ⦿ Transitioning operation of the TLD is not necessary to protect the public interest.
- ⦿ .mcdonalds qualifies as a .Brand TLD.
- ⦿ Only one domain name is registered in the .mcdonalds TLD and it is mandated by the Registry Agreement (nic.mcdonalds).

On 4 August 2017, after a 30-day period for comments by interested parties, no comments were received. Pursuant to Section 4.4(b) of the Registry Agreement, ICANN will proceed to terminate the .mcdonalds Registry Agreement by 5 November 2017.

In conformance with Section 4.5 of the Registry Agreement (as modified by Section 6 of Specification 13 for this .Brand TLD), ICANN may not delegate the TLD to a successor registry operator for a period of two years without Registry Operator's consent, which shall not be unreasonably withheld, conditioned or delayed.

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ICANN