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### We are the Top Level Domain (TLD) Registry Services and DNS Solutions Experts

Afilias connects the world with reliable, secure, scalable and globally available technology that makes Internet addresses more accessible and useful. Afilias supports a wide range of applications, including Internet domain registry services, Managed DNS, and Mobile & Web services like goMobi® and DeviceAtlas®.

Afilias is best known for technology that supports a wide range of top level domains on the internet. Specifically, Afilias runs the master directories and DNS for over 200 top level domains today, including:

• AFILIAS OWNED DOMAINS •



.GLOBAL

• AFILIAS SUPPORTED DOMAINS •



...and hundreds more coming

## World Class Technology

Afilias' technology ensures that your service works 100% of the time. Afilias' registry and DNS technology is operated on a globally distributed, multi-layered, diverse infrastructure that delivers state-of-the-art security to ensure uptime and protect against malicious attacks. Afilias also supports new standards such as IPv6, DNSSEC, and Internationalized Domain Names.

[LEARN MORE ABOUT OUR PRODUCTS AND SERVICES](#)

### BLOG

Afilias to Protect Tlds Against Potential "Orphan Glue" Exploits

Aug 11, 2020

New cyberthreats: Have you been exposed at home?

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Sustainability

#### Domain Name Registry Services

gTLDs  
ccTLDs  
ZoneHawk

#### New Top Level Domains

Afilias' New Domains  
dotBrand Services  
Managed Registry Services

#### Managed DNS

One-Click DNSSEC  
FlexDNS<sup>SM</sup> Platform

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# NEWS

Get the latest news from Afilias and its Industry Experts.

## Donuts Acquires Afilias



Acquisition announced on November 19 closed on December 29, 2020

Bellevue Washington  
December 29, 2020

Donuts Inc., the global leader in next generation top-level domains (TLDs) and digital identity, today announced that it has completed its acquisition of Afilias, Inc., a leading TLD registry operator and provider. Now under one corporate structure, the two companies will continue to operate securely and reliably with no significant changes for either registrars or registry services clients.

"We are very excited about completing this acquisition and bringing Afilias and Donuts together. Our combined teams can now begin developing an integration plan, with a goal of minimizing disruption to those we serve" said Akram Atallah, Donuts' CEO. "We expect no changes in the short term, and ample notice on any changes that are decided. Security, stability and reliability continue to be our top priorities," he continued.

"We congratulate Donuts and are proud to join the team," said Ram Mohan, Afilias' Chief Operating Officer. "Together we look forward to delivering promising new technologies and best practices to our registry clients, registrars, employees and the entire domain community."

Afilias was advised by Moelis & Company LLC and Sidley Austin LLP while Donuts was advised by Kirkland & Ellis LLP. The acquisition price remains undisclosed.

Key Employee Contact:

Mina Neuberger  
Chief Marketing Officer, Donuts Inc.  
mina@donuts.email

## IN THE NEWS

Device usage stats for Ireland, iOS rules, Windows Phone fairs badly

Afilias confirms public availability for .BET domains

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- gTLDs
- ccTLDs
- ZoneHawk

### New Top Level Domains

- Afilias' New Domains
- dotBrand Services
- Managed Registry Services

### Managed DNS

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- FlexDNS™ Platform

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# NEWS

Get the latest news from Afilias and its Industry Experts.

## Donuts Inc. to Acquire Afilias, Inc.



**Acquisition amplifies Donuts' commitment to security, stability and reliability in providing digital identity services across different registrar partners and registry services**

BELLEVUE, WA  
Nov. 19, 2020

Donuts Inc., the global leader in next generation top-level domains (TLD) and digital identity, today announces that it has entered into an agreement to purchase Afilias, Inc. for an undisclosed sum. The transaction, which will not include Afilias' mobile software and registrar businesses, is expected to close in Q4 2020, following successful completion of regulatory requirements.

The Afilias registry business features a prominent back-end registry platform, DNS solutions and cyber-security expertise. Afilias operates the authoritative directories and DNS for over 200 top-level domains. The Afilias registry business also includes an impressive array of top-level domains such as .info, .global, and .mobi, as well as country codes, dotBrands and other generic TLDs.

"The Afilias and Donuts teams share a commitment to security, stability and reliability," Donuts CEO Akram Atallah commented. "This will only grow stronger as we implement the best technologies and services from each organization while maintaining seamless delivery to our registry and registrar partners as well as our end registrants."

The Donuts and Afilias teams will continue to provide registrar partners the same access to the domain names and services they've had in the past. With a combined Donuts and Afilias partnership, cyber-security will be a top priority and registrants will have even more simplicity, consistency, efficiency and quality to help them secure their online identities.

Commenting on the acquisition, Afilias CEO, Hal Lubsen said, "We are thrilled to choose Donuts as the steward for Afilias' next phase. As a proven leader and innovator, we know that the synergies delivered to our registry clients, registrars and employees will benefit the entire domain community."

Donuts and Afilias have begun the required regulatory review processes and are cooperating fully to ensure that all requirements are met.

Afilias was advised by Moelis & Company LLC and Sidley Austin LLP while Donuts was advised by Kirkland & Ellis LLP.

Key Employee Contact:  
Mina Neuberger  
Chief Marketing Officer, Donuts Inc.  
mina@donuts.email

### PRESS RELEASES

Donuts Acquires Afilias  
Dec 29, 2020

Donuts Inc. to Acquire Afilias, Inc.  
Nov 23, 2020

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- Two more dot-brands take the easy way out
- RobinHood.club showered with five-star reviews after .com confusion
- EURid reports 3% growth in final quarter before Brexit crunch
- Webcentral to change its branding yet again after tricky takeover
- Fire the board! Registrars attempt a coup at Nominet
- .club back over a million names as Clubhouse drives growth
- Eight years after asking, Israel to get its Hebrew ccTLD
- Time is running out for Net4 as ICANN questions Indian court ruling
- UNR getting out of the registry business with \$17 million no-reserve auctions on 23 new gTLDs
- Amid .club boom, one AV vendor is blocking the whole damn TLD
- New rules could stop registries ripping off big brands
- MMX vows to refocus under new boss after crappy 2020
- Failed .org buyer Ethos Capital buys Donuts
- Crackdown looms for new gTLD auction gaming
- Would-be new country wants to share another country's ccTLD

### Defensive windfall on the cards for .spa? It's not just for spas any more

Kevin Murphy, February 3, 2021, 16:58:39 (UTC), Domain Registries

Forthcoming new gTLD .spa has published its planned launch dates and registrations policies, and it's not just for spas any more.

Asia Spa and Wellness Promotion Council, the registry, has informed ICANN that it plans to take .spa to sunrise for 30 days starting April 20 and expects to go to general availability around the start of July.

But despite being a "Community" gTLD under ICANN rules, it appears to be also marketing itself at any Italian company that uses the S.p.A corporate suffix, which is generally equivalent to the US Inc/Corp and UK Plc.

According to its eligibility criteria (pdf), under the heading "Coincidental Community Guidelines", proof of an Italian business address should be enough for any SpA company to qualify to register.

The registry's web site at nic.spa currently says:

Apart from the spa and wellness industry, .spa can also be a abbreviation to represent:

- Società per Azioni (a form of corporation in Italy, Public Limited Companies By Shares)
- Sociedad por acciones (Joint-stock company in South American Countries)

This offers a great opportunity for entitles in Italy and South American Countries to registered a wonderful name.

This is interesting, because ASPWC applied for .spa as a Community applicant dedicated to the spa and wellness industry.

The primary reason it's getting to run .spa rather than rival applicant Donuts is that ASPWC won a Community Priority Evaluation, enabling it to avoid a potentially costly auction against its deeper-pocketed competitor.

There's no mention of Italians or South Americans in its 2015 CPE result (pdf).

Donuts fought the CPE result in ICANN's Cooperative Engagement Process for three years, but eventually backed away for unknown reasons.

In its original application, ASWPC spends a lot of time discussing its "intended use" of .spa and possible overlap with other meanings of the string. Among this text can be found:

The use of "S.p.A." as a short form for the Italian form of stock corporation: "Società Per Azioni" is also relatively much less

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- [ICANN axes Cancun again. Apparently there's a pandemic](#)
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- [ICANN throws the book at Net4 over dodgy transfer claims](#)
- [Fraud checks coming to .ch as SWITCH renews contract](#)
- [South African registry to be merged with film censor, broadband regulator](#)
- [There's one obvious pick for next year's ICANN Community Excellence Award](#)
- [ICANN could block Donuts from buying Affiliis](#)
- [Westerdal offloads two more gTLDs to Donuts](#)
- [Whois privacy group finds its new chair](#)
- [Three more new gTLDs blink out of existence](#)
- [NamesCon Europe founder Dietmar Stefitz reportedly dies](#)
- [Credit union gTLD changes hands to perhaps surprising buyer](#)
- [After 20 years, DomainTools takes its first VC dough](#)
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- [CIRA hits major .ca milestone on 20th anniversary](#)
- .org made \$97 million last year

prevalent than the word as intended for the spa community. Furthermore, a more proper and popular way of denoting the form of corporation is "S.p.A." with the periods included. While this is an important usage of the string "SpA", the Registry believes that it should not take away from the significant meaning of the word "spa" in its intended use for the spa community as a TLD. Furthermore, additional preventive measures can be put in place to mitigate against any concerns for abusive utilization of the TLD in this manner.

I could find no text explicitly ruling out the Italian corporate use in the application, nor could I find any indication that it was part of the hard-C "Community" upon whose behalf ASWPC was applying for, and eventually won, the gTLD.

The application does seem to envisage some kind of reserved names list that could include S.p.A companies, but that doesn't appear to be what the registry has in mind any more.

Related posts (automatically generated):

- [L'Oreal shows cards on former "closed generic" gTLDs](#)
- [Donuts backs away from .spa fight](#)
- [First-come, first-served sunrise periods on the cards](#)

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Name (required)

Mail (will not be published)

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Web site (optional)

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# Top-Level Domain Portfolio

Home / What We Do / Top-Level Domain Portfolio

Donuts manages the world's largest and most relevant portfolio of new top-level domains, offering individuals and organizations new ways to promote and enhance their true digital identities.

Our TLDs provide a wide variety of clear and meaningful domain names for use as business identifiers (such as .ltd, .company), navigation (such as .careers, .support, or .social), in large vertical markets (such as .photography, .cafe, or .games) or in versatile generics (such as .life, .world or .live).

## What makes our domains stand out?

### MORE MEMORABLE

Be unique with over 240 options of descriptive domain extensions so potential clients will know precisely who you are and what you do.

### SEO IMPACT

Our high SEO impact domain names leverage descriptive words to send a strong signal to search engines and help you rank higher in the search results. More clicks, more leads, more customers.

### MORE SECURE

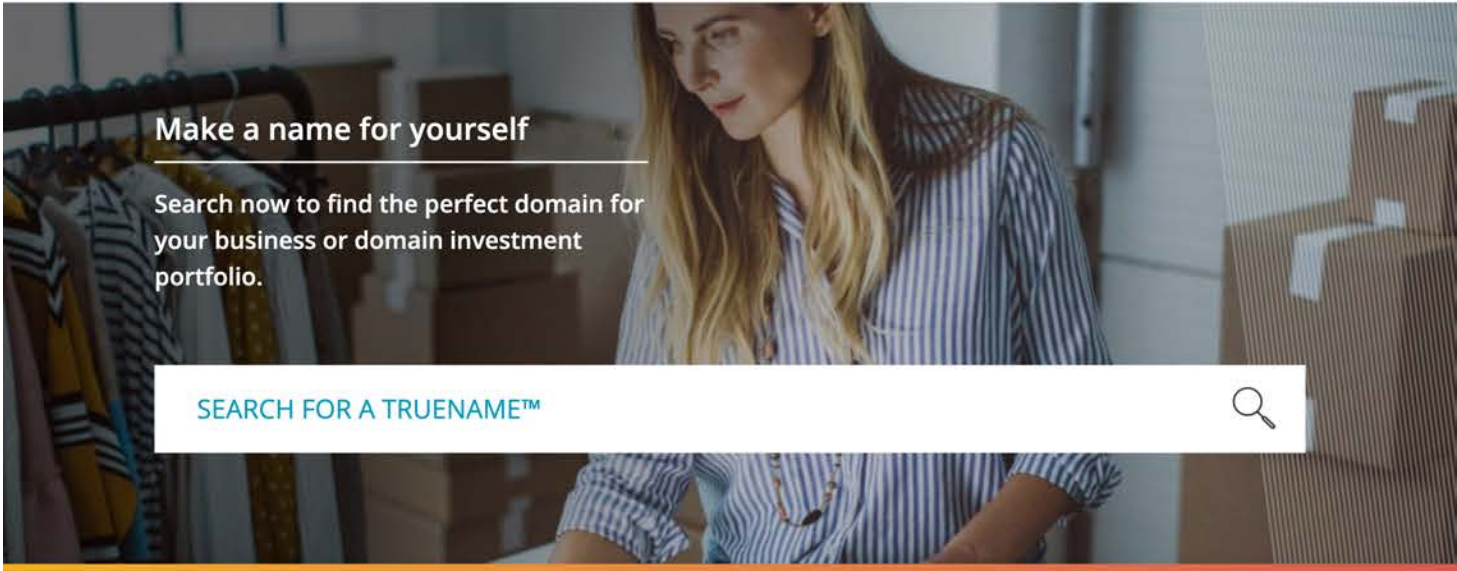
TrueName domains come with an added layer of security that can help protect you from phishing attacks. You can rest assured knowing your brand identity is safe.



## Our Top-Level Domains

- |              |               |              |             |                |              |            |             |
|--------------|---------------|--------------|-------------|----------------|--------------|------------|-------------|
| .academy     | .cheap        | .digital     | .forsale    | .insure        | .network     | .school    | .town       |
| .accountants | .church       | .direct      | .foundation | .international | .news        | .schule    | .toys       |
| .actor       | .city         | .directory   | .fund       | .investments   | .ninja       | .services  | .training   |
| .agency      | .claims       | .discount    | .furniture  | .irish         | .partners    | .shoes     | .travel     |
| .airforce    | .cleaning     | .doctor      | .futbol     | .jetzt         | .parts       | .shopping  | .university |
| .apartments  | .clinic       | .dog         | .fyi        | .jewelry       | .photography | .show      | .vacations  |
| .army        | .clothing     | .domains     | .gallery    | .kaufen        | .photos      | .singles   | .ventures   |
| .associates  | .coach        | .education   | .games      | .kitchen       | .pictures    | .soccer    | .vet        |
| .attorney    | .codes        | .email       | .gifts      | .land          | .pizza       | .social    | .viajes     |
| .auction     | .coffee       | .energy      | .gives      | .lawyer        | .place       | .software  | .video      |
| .band        | .community    | .engineer    | .glass      | .lease         | .plumbing    | .solar     | .villas     |
| .bargains    | .company      | .engineering | .gmbh       | .legal         | .plus        | .solutions | .vin        |
| .bike        | .computer     | .enterprises | .gold       | .life          | .productions | .studio    | .vision     |
| .bingo       | .condos       | .equipment   | .golf       | .lighting      | .properties  | .style     | .voyage     |
| .boutique    | .construction | .estate      | .graphics   | .limited       | .pub         | .supplies  | .watch      |

.builders	.contact	.events	.gratis	.limo	.recipes	.supply	.wine
.business	.contractors	.exchange	.gripe	.live	.rehab	.support	.works
.cab	.cool	.expert	.group	.loans	.reise	.surgery	.world
.cafe	.coupons	.exposed	.guide	.ltd	.reisen	.systems	.wtf
.camera	.credit	.express	.guru	.maison	.rentals	.tax	.zone
.camp	.creditcard	.fail	.haus	.management	.repair	.taxi	.企业
.capital	.cruises	.family	.healthcare	.market	.report	.team	(Enterprise)
.cards	.dance	.fan	.hockey	.marketing	.republican	.technology	.娱乐
.care	.dating	.farm	.holdings	.mba	.restaurant	.tennis	(Entertainment)
.careers	.deals	.finance	.holiday	.media	.reviews	.theater	.游戏
.cash	.degree	.financial	.hospital	.memorial	.rip	.tienda	(Games)
.casino	.delivery	.fish	.house	.moda	.rocks	.tips	.商店
.catering	.democrat	.fitness	.immo	.money	.run	.tires	(Shop/Store)
.center	.dental	.flights	.immobilien	.mortgage	.sale	.today	
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.chat	.diamonds	.football	.institute	.navy	.sarl	.tours	



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# Ethos Capital to Acquire Controlling Interest of Donuts Inc.



After over two strong years as an Abry Partners portfolio company, Abry Partners and Ethos Capital have reached an agreement for Ethos Capital to purchase the controlling interest in Donuts. Ethos Capital, led by Erik Brooks and Fadi Chehadé, is an existing investor in Donuts. We are grateful for the leadership and support that Abry Partners has provided Donuts.

With the recent acquisition of Afilias, Donuts looks forward to supporting the merged teams' integration efforts while providing the highest levels of service to our customers. Our focus on reliability, security and stability will remain unchanged, and we look forward to partnering with Ethos Capital to deepen those commitments.

Sincerely,  
Akram Atallah  
CEO, Donuts

JANUARY 22, 2021

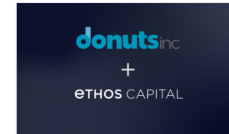
Akram Atallah

### LATEST NEWS



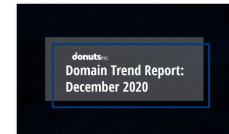
DONUTS DOMAIN TREND REPORT

Donuts Domain Trend Report: JANUARY 2021



LATEST NEWS

Ethos Capital to Acquire Controlling Interest of Donuts Inc.



DONUTS DOMAIN TREND REPORT

Donuts Domain Trend Report: DECEMBER 2020



DONUTS DOMAIN TREND REPORT

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