



ICANN Registry Request Service

Ticket ID: K5A9B-3A3S4

Registry Name: Plan Bee, LLC (.BUILD)

gTLD: .BUILD

Status: ICANN Review

Status Date: 2014-07-10 20:53:35

Print Date: 2014-07-10 20:54:03

Proposed Service

Name of Proposed Service:

Approval to release 2-Character .BUILD domain names

Technical description of Proposed Service:

Plan Bee, LLC, registry operator of the .BUILD top-level-domain ("Plan Bee"), hereby proposes an amendment to its Registry Agreement with ICANN, allowing for the immediate release of all two-character ASCII labels that do not appear on the ISO 31661-1 alpha-2 list and for which there is no corresponding country-code operator. Should ICANN approve this proposed service, Plan Bee will implement responsible measures to introduce these attractive and memorable labels into the marketplace while protecting the interests of any potentially impacted third parties.

In addition to mandating that registry operators withhold all two-character ASCII labels from registration or allocation, Section 2 of Specification 5 of the Registry Agreement allows a registry operator to: "Propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes." Here, Plan Bee's proposal includes measures to mitigate the risk of confusion. RFC 1591, authored by Jon Postel, formed the foundation for the creation and delegation of country-code TLDs and established that two letter country codes would be derived from ISO-3166. Plan Bee intends to avoid possible confusion with such country codes by continuing to reserve at this time all two-character labels present on the ISO-31661-1 alpha 2 list. If ICANN grants this proposal, none of the two-character labels included in this specific proposal and released by Plan Bee would match existing country codes. Thus, this proposal at this time precludes the existence of country-code-matching labels in the .BUILD namespace, eliminating the possibility that the names released by Plan Bee might be confused with existing country codes. Accordingly, ICANN should approve Plan Bee's request to immediately sanction the release all two-character ASCII labels that do not appear on the ISO 31661-1 alpha-2 list.

In technical terms, Plan Bee proposes to simply add the identified two-character strings for registration according to the current specifications of the .BUILD registry. Similar to past-approved proposals for the release of two-character labels (including similar requests of .ORG, .ASIA, .TEL, .MOBI, and .NAME), the technical implications of such a request present no risk to the security and stability of the Internet. A detailed technical review of the technical implications, prepared by the ICANN Registry Services Technical Evaluation Panel in response for a proposal by Global Name Registry, LTD, may be found here:

<https://www.icann.org/en/system/files/files/rstep-gnr-proposal-review-team-report-04dec06-en.pdf>

Consultation

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



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Given that none of the labels identified for potential release correspond to a government or country-code operator, Plan Bee could not directly solicit permission for the release of such strings at this time. Rather, Plan Bee bases its request on that fact that the release of the identified two-character names (a) does not negatively affect the security and stability of the Internet, (b) enhances the potential success, usage and innovation for New gTLDs by releasing valuable names into the market, and (c) responds to significant market demand.

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

None - The registry is not a sponsored TLD, so consultations with a sponsored TLD community could not occur.

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

This proposal does not alter the relationship between Plan Bee and its accredited registrars.

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

Consultations with other constituency groups were not appropriate.

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

Numerous potential registrants have contacted both Plan Bee and its accredited registrars, seeking to register two-character labels. This suggests a high demand from potential registrants and end users for the release of such 2-character labels and would enhance the adoption and visibility of the .BUILD domain name in the market.

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

Potential registrants interested in obtaining two-character labels would endorse this proposal. Registrars seeking attractive inventory for potential customers would support the release of these labels. End users hoping to visit websites hosted on short and memorable .BUILD domain names would approve of this proposal as well.



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

\nGiven that none of the two-character labels identified for release correspond to a country code, Plan Bee expects no government or country code operator to object to this proposal. Further, Plan Bee is unaware of any other potential or actual opposition to the release of these labels, and traditionally the release of two-character labels has been well received in the market.

Timeline

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

\nPlan Bee hopes to implement mechanisms for releasing certain two-character ASCII labels as soon as ICANN approves this request and it is reasonably practicable.

Business Description

Describe how the Proposed Service will be offered:

\nThese two-character labels will be offered in the same manner as all other domain names. Plan Bee plans to promote competition by making certain labels available through a request for approval process and auctions, while others may be obtained through standard registrar channels.

Describe quality assurance plan or testing of Proposed Service:

\nAs implementing this service will not require any adjustments to Plan Bee's technical infrastructure, Plan Bee will maintain its current methods of ensuring quality services.

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:

\nN/A

Contractual Provisions



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List the relevant contractual provisions impacted by the Proposed Service:

Registry Agreement, Specification 5, Section 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

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

None

Contract Amendments

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

Registry Agreement Specification 5, Section 2 should be amended to read as follows: Two-character labels. All two-character ASCII labels specified in the ISO 3166-1 alpha-2 standard 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. 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. For avoidance of doubt, all two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 list may be made available for



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registration or allocation to Registry Operator.

Benefits of Service

Describe the benefits of the Proposed Service:

Potential registrants, registrants and end users will benefit from the proposed service because short, memorable, and attractive labels will become available for registration. The market as a whole and the ICANN New gTLD program will also benefit because the availability of these labels will drive competition throughout the domain name industry, inspiring innovation and raising the profile of new gTLDs.

Competition

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

Yes - The release of these two-character ASCII labels will positively effect competition. In addition to allowing registrants to obtain attractive names that will help them compete in the Internet marketplace, this proposal will enable new registries to provide a more complete set of highly sought domain names to the market.

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

The Internet domain name market and the building and construction industry.

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

The following registries are already allowed to sell two character labels, regardless of whether they appear on the ISO 3166-1 alpha-2 list: Afilias Limited (.INFO), NeuStar, Inc. (.BIZ), RegistryPro, LTD. (.PRO), DotCooperation, mTLD, Ltd (.MOBI), VeriSign, Inc. (.COM/.NET), 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).

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?:



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\n\nNo

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.:

\n\nWe would continue to work with our current Back-End Registry Service Provider, ARI Registry Services, to provide full and complete registry services for these two-character names. No additional vendor or contractor would be required.

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.:

\n\nYes, we have communicated with ARI Registry Services and received confirmation that they can support this proposal.

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).:

\n\nN/A\n\n

Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

\n\nNo

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

\n\nN/A

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

\n\nNo technical concerns have been raised about this proposed service.



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Other Issues

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

\r\nOur proposal to release two-character ASCII labels that do not appear on the ISO 3166-1 alpha-2 list does not pose intellectual property risks beyond those already raised by ICANN's new gTLD program. All existing ICANN Intellectual Property Rights Protection Mechanisms will apply to such names and will continue to be implemented by Plan Bee for the .BUILD domain name.

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

\r\nNo

List Disclaimers provided to potential customers regarding the Proposed Service:

\r\nN/A

Any other relevant information to include with this request:

\r\nNo