New gTLD Program

**The Application
&
Evaluation Process**

Agenda:

- **The Application Process**

- **The Evaluation Process**

- **More Information and Links**

Who Can Apply?

Any established corporation, organization or institution in good standing.

Evaluation fee USD 185,000

Rules in the *Applicant Guidebook*

Who is not eligible:

🚫 Individuals or sole proprietorships

🚫 Yet-to-be formed legal entities or applications presupposing the future formation of a legal entity

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Internationalized Domain Names (IDNs)

- Domain names include characters used in the local representation of languages not written with the basic Latin Alphabet.

- Examples of IDNs (ccTLDs):

> .Serbia → .СРБ
>
> .India → .ভারত   .ไทย →.Thailand
>
> .한국 →.Korea   .РФ → .Russia

Community-Based Applications

gTLD operated for the benefit of a clearly defined community

- Voluntary designation: at applicant's discretion.

- Application must be endorsed by one or more established institutions representing the community the applicant has named.

- In cases of contention for same TLD name, community-based applications may receive preference.

- Required to operate the gTLD within self-specified restrictions described in their contract.

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Geographic Names

Applications for geographic names must give appropriate consideration to the interests of governments

- Applications for country / territory names will not be approved.

- Regional and sub-regional names and capital cities require approval of relevant government(s).

- City names require government approval in certain circumstances.
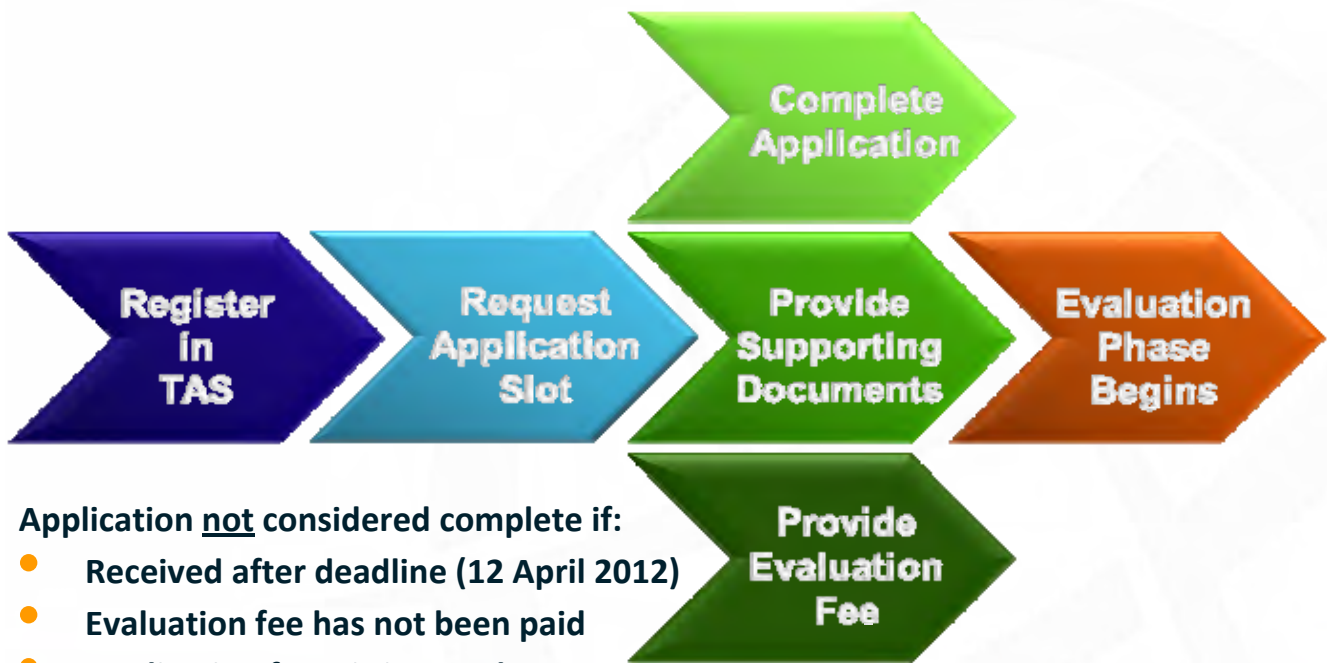
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When Can I Apply?

Application Process

Application <u>not</u> considered complete if:
- Received after deadline (12 April 2012)
- Evaluation fee has not been paid
- Application form is incomplete

Evaluation Process

```
Application          Initial                                      Transition to
Period   ────────►   Evaluation  ─────────────────────────────►   Delegation
Module 1             Module 2                                     Module 5
                        │                                            ▲
                        ┊┄┄┄┄┄┄┄┄►  Extended Evaluation  ┄┄┄┄┄┄┄┄┄┄┄┄┤
                        ┊            Module 2                         ┊
                        ┊                                            ┊
                        ┊┄┄┄┄┄┄┄┄►  Objection / Dispute  ┄┄┄┄┄┄┄┄┄┄┄┄┤
                        ┊            Resolution                      ┊
                        ┊            Module 3                        ┊
                        ┊                                            ┊
                        └┄┄┄┄┄┄┄┄►  Initial Evaluation   ┄┄┄┄┄┄┄┄┄┄┄┄┘
                                     Module 4
```

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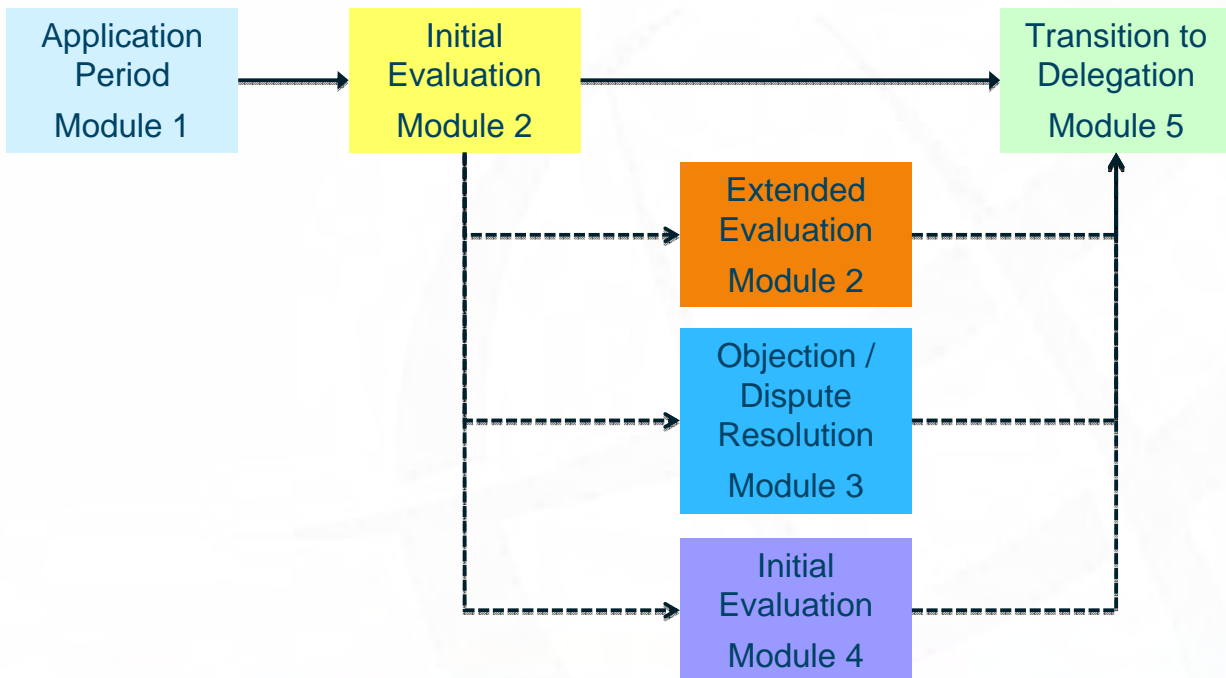
GAC Early Warning Process

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┌─────────────────────────────────────────────┐
│   GAC receives notice from government(s)     │
└─────────────────────────────────────────────┘
                     │
                     ▼
┌─────────────────────────────────────────────┐
│   GAC issues Early Warning to ICANN Board    │
└─────────────────────────────────────────────┘
                     │
                     ▼
┌─────────────────────────────────────────────┐
│  Applicant notified of GAC Early Warning     │
└─────────────────────────────────────────────┘
         │                          │
         ▼                          ▼
┌──────────────────┐      ┌──────────────────────┐
│    Withdraws     │      │      Continues       │
│   application    │      │  application (may    │
│ (within 21 days) │      │  address issue with  │
│                  │      │        gov't         │
│                  │      │    representative)   │
└──────────────────┘      └──────────────────────┘
```
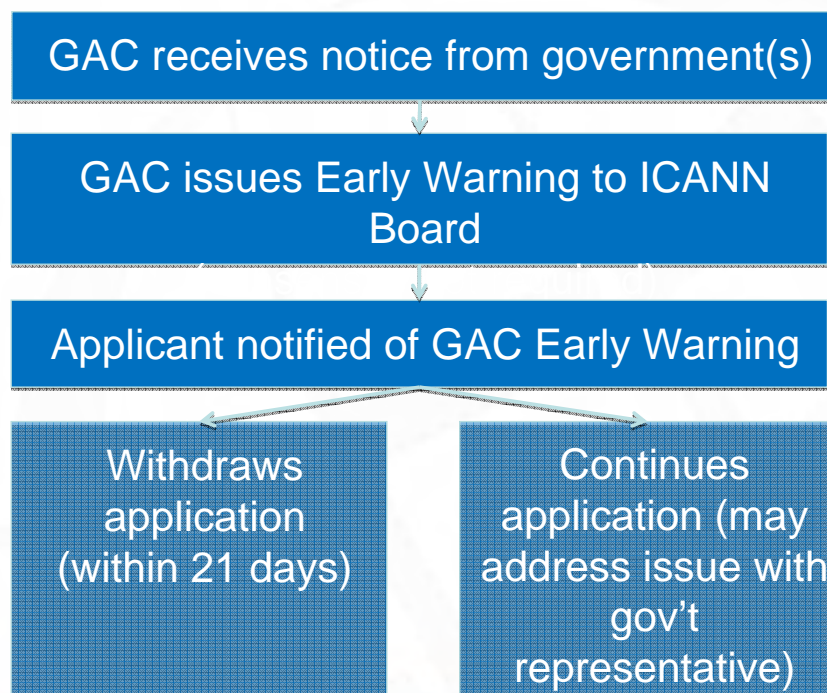
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Initial Evaluation

String reviews

- String confusion
- Reserved names
- DNS stability
- Geographic names

Applicant reviews

- Technical & Operational capability
- Financial capability
- Registry services

Transition to Delegation

- Registry agreement with ICANN required

- Pre-Delegation: technical testing required

- TLD delegation process

- Estimated 2 months

Extended Evaluation

12 April

2 mos

Admin Check

5 mos

Initial Evaluation

5 mos

Extended Evaluation

o Certain applicants who do not pass Initial Evaluation

o Additional information is exchanged regarding application questions
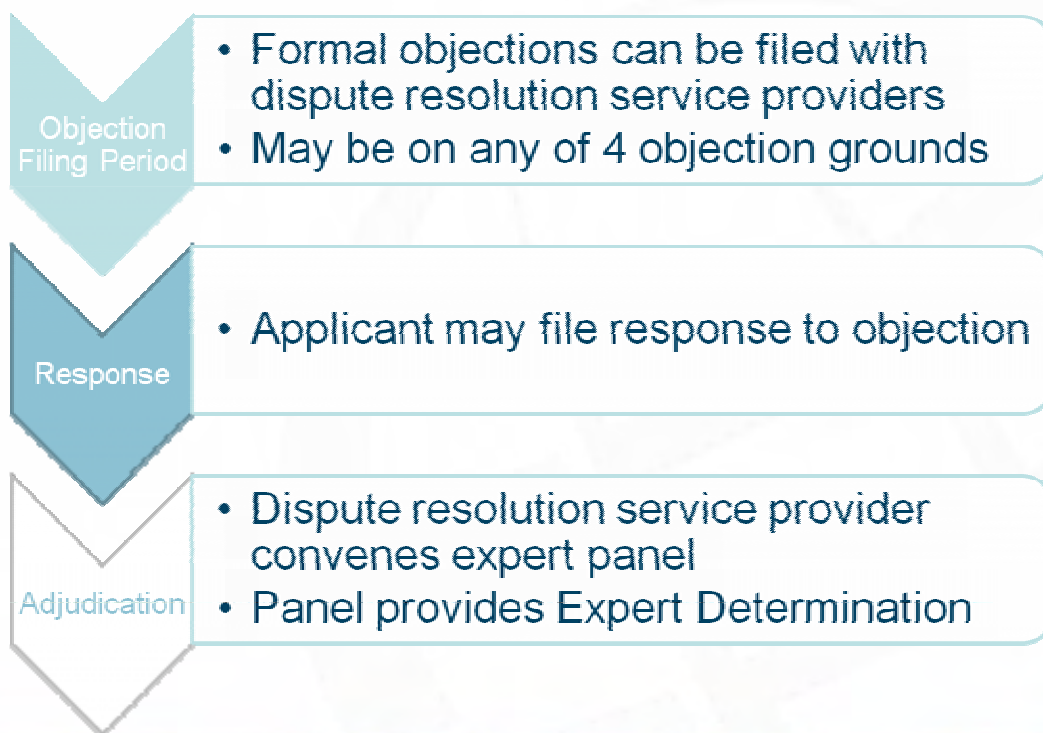
o No new evaluation criteria are introduced

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Protecting Important Interests and Rights

GAC Advice on New gTLDs
*   concerns based on national laws or other sensitivities

Grounds for Formal Objection

*   String Confusion – *string confusingly similar to another*

*   Legal Rights – *infringement of the objector's rights*

*   Limited Public Interest – *violates principles of int'l law*

*   Community – *misappropriation of a community label*

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Objections and Dispute Resolution

Objection Filing Period
- Formal objections can be filed with dispute resolution service providers
- May be on any of 4 objection grounds

Response
- Applicant may file response to objection

Adjudication
- Dispute resolution service provider convenes expert panel
- Panel provides Expert Determination

String Contention

Two or more qualified applicants for the same or confusingly similar strings

Resolution:

- Agreement between the parties

- Community Priority Evaluation

- Auction – mechanism of last resort

Program Timeline

Jan 2012   Apr 2012   Nov 2012   Dec 2012

Receive Applications → **Process Applications** → **Transition to Delegation** → **Delegate TLDs**

More Information

New gTLD Program

http://icann.org/newgtlds

Applicant Guidebook

http://newgtlds.icann.org/applicants/agb

Questions

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