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

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 → .भारत
  .한국 → .Korea
  .ไทย → .Thailand
  .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.

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.
When Can I Apply?

2012

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Application Process

- Register In TAS
- Request Application Slot
- Provide Supporting Documents
- Evaluation Phase Begins
- Provide Evaluation Fee
- Complete Application

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

Application Period
Module 1

Initial Evaluation
Module 2

Extended Evaluation
Module 2

Objection / Dispute Resolution
Module 3

Initial Evaluation
Module 4

Transition to Delegation
Module 5

GAC Early Warning Process

GAC receives notice from government(s)

GAC issues Early Warning to ICANN Board

applicant notified of GAC Early Warning

Withdraws application (within 21 days)

Continues application (may address issue with gov’t representative)
### 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

- Certain applicants who do not pass Initial Evaluation
- Additional information is exchanged regarding application questions
- No new evaluation criteria are introduced

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*
Objections and Dispute Resolution

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

- Applicant may file response to objection

- 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

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
newgtld@icann.org
Thank You!