New gTLD
Proposed Discussion Agenda with GNSO

March 6 2008

Progress Since Delhi Meeting

- Dispute resolution firms making proposals regarding time, bandwidth and costs associated with providing dispute resolution processes
- Identified company for potentially providing license to their algorithmic tool to access similarity between names available in four scripts (Latin, Cyrillic, Russian, Greek) with methodology for expanding to other script
- RFP consultants providing elements of RFP ~12 March
- Next draft of base contract being written: will determine early publication date
- Public comment closed on DNS stability approach
- Global Communications Matrix: currently over 700 contacts identified
- Auction providers responded to RFI
- Operational readiness analysis under review
- CRAI studying registrar-registry separation & TLD demand

On-going

- Comparative evaluation
- Reserved Names
- Base Agreement
- Costing and financial analysis
- Communications plan
- Dispute resolution standards and procedures
  - Infringement of rights settled
  - Morality or public order standards
  - Community based standards
- Interface (portal) development

Proposed Discussion Topics

- Meeting 1
  - String confusion, aka as confusingly similar approach (see example next slide)
  - DNS Stability – reaction to Public Comments on file extensions
  - Communications strategy
- Meeting 2
  - Dispute resolution – recommendations 3, 6 and 20
- Meeting 3
  - Timelines – 4 months period
  - Auction
  - Comparative evaluation structure
- Board implementation reports

String Confusion, aka Confusingly Similar

- As currently envisioned:
  - evaluation + objection based process
- Evaluation approach:
  - Algorithmic
  - Check for visually confusing strings
- Objection process (still under consideration):
  - Potentially confusingly similar on any ground
  - Takes into account context
  - Test: resulting in a “likelihood of confusion” by consumers: a probability not possibility