ICANN Los Angeles Registry/Registrar Meeting

New gTLD Program Update

Kurt Pritz

Batching

Batching

- Batching priority based on <u>secondary timestamp </u>process

    - applicants obtain a time-stamp through a designated process which will occur after the close of the application submission period

- Batching priority <u>not</u> given to an application based on time of submission

- Batching priority <u>not</u> established based on random selection process

Setting Target Time

- Each applicant registers into an online system to set a future time target

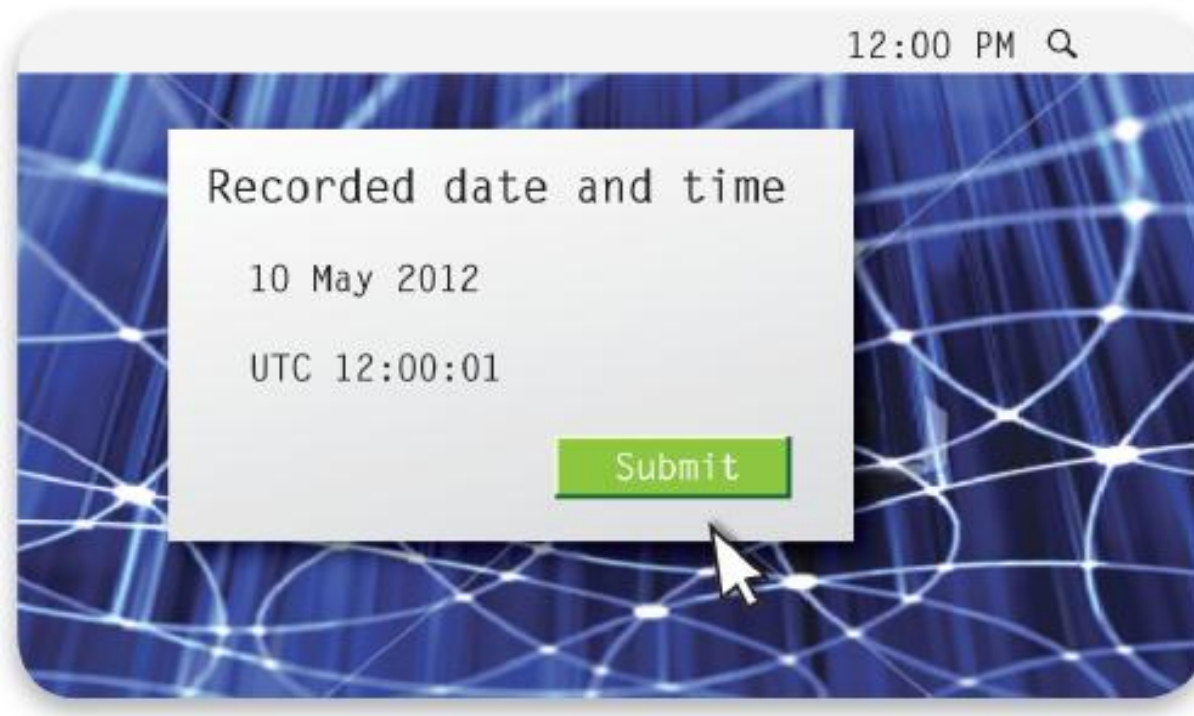Select your target date and time

10 May 2012

* Target Date

UTC 12:00:00

* Target Time

Hitting Target Time

- Applicants will return to the online system on their selected day and time and try to hit 'submit' as close as possible to that time

Establishing batches

- Target time and recorded time are compared:
  - Absolute difference between the two is an applicant's score in the secondary timestamp
  - This number used to determine placement within a batch

- Batches created using proportional model to ensure equal geographic representation as well as reflect the results of the secondary timestamp:
  - Ensures that no one region dominates the first batch
  - Mitigates against any differences in response times depending on where the nearest Internet server is

Implementation Details

- Applicants may indicate they are "opting out."
  - These applications will be placed in a batch after all the others who "opt in" are placed.
- All applications in contention sets are placed into the earliest batch designated

Trademark Clearinghouse Update

Trademark Clearinghouse

- Repository for trademark data supporting rights-protection mechanisms offered by new gTLD registries

- To be operated by third party, via agreement with ICANN

- Replaces need for trademark holders to register in many databases as TLDs are launched

- Performs authentication/validation and maintains database of trademark data

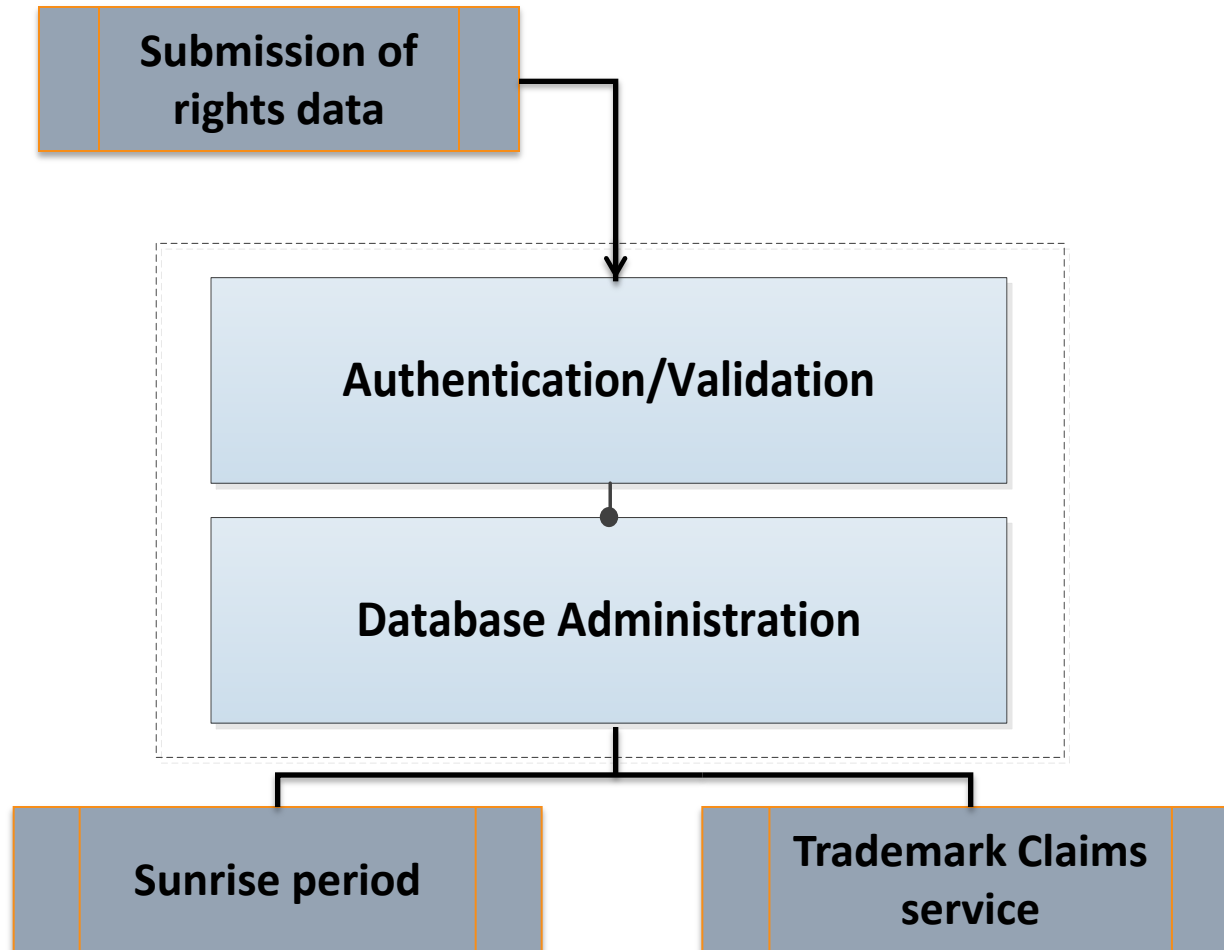- Data supports Sunrise and Trademark Claims services offered by new gTLDs

Sunrise period

- Pre-launch phase: provides mark holders the opportunity to register domain names in a TLD before registration is generally available to the public

- Eligibility: rights must be validated for proof of use to be eligible for sunrise registrations

- Mandatory in all new gTLDs: at least 30 days

- Notice of Sunrise registration provided to rightsholders with matching records in Trademark Clearinghouse

Trademark Claims service

- Generates real-time notice to a party attempting to register a domain name if it matches a trademark in the Clearinghouse.

- Also notifies trademark holders when domain names are registered that match marks in the Clearinghouse.

- Eligibility: All trademarks recorded in Trademark Clearinghouse are eligible

- Mandatory in all new gTLDs: at least first 60 days of general registration

Clearinghouse functions

Submission of rights data

Authentication/Validation

Database Administration

Sunrise period

Trademark Claims service

Criteria for Trademark Inclusion

- Marks that are:
    - Registered
    - Validated by a court
    - Protected by statute or treaty

- Other marks that constitutes intellectual property

- Verified against official sources

- Each Clearinghouse record must be associated with a valid contact

Draft Implementation Model

- Describes authentication and validation processes, sunrise and trademark claims processes, and other considerations

- Reflects input of Implementation Assistance Group (IAG)

- Requirements being created based on the model

- Subject to change based on feedback, provider requirements, or other considerations

https://community.icann.org/display/cctrdmrkclrnghsiag/Home

Clearinghouse Costs

Costs to be borne by the parties using the services:

- Trademark holders will pay to record data in the Clearinghouse

- Registries will pay for Trademark Claims and Sunrise services

- Registrars and others who avail themselves of Clearinghouse services will pay the Clearinghouse directly

Pricing model to be worked out with service provider and will be published as available

Implementation Activities

Current	Upcoming
• Service provider negotiations	• Communications/education
• Feedback on draft model	• Webpage with status updates
• Completion of requirements	• Phased build/testing of user interfaces
	• Phased build/testing of registry interfaces

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String Similarity

17

Visual Similarity Project

- Builds on IDN ccTLD Fast Track and New gTLD Program processes
  - Will not change the processes defined for these evaluations

- Project will develop and document a set of rules used to determine visual similarity
  - Creates a predictable and repeatable process

- Team of volunteer community experts plus expert consultants to help lead the project and facilitate the team's work
  - Engagement with community and other experts in the field (e.g., Unicode Consortium, SSAC)
  - Follow-up phase for implementation of rules defined in the project

Thank You