

THE GLOBAL DOMAIN NAME EXCHANGE OVERVIEW

The Global Domain Name Exchange (GDNX) provides the most effective vehicle for domain name buyers and sellers to exchange domain names, for the following reasons:

- GDNX's broad market ensures that domain names are exchanged at the best value for buyers and sellers.
- GDNX offers buyers and sellers the lowest transaction costs.
- GDNX offers the flexibility of buying and selling domain names at any point of the domain name life cycle.
- GDNX Members (Registrars) can buy or sell any gTLDs or ccTLDs.
- GDNX allows registrars and registrants the freedom to maintain existing business relationships, contracts and protections. Members utilize the application programming interface (API) to access GDNX on behalf of their Customers. Customers or registrants maintain their familiar interface with their registrar.

Get the Best Price for a Domain Name

A broadly-based, robust, open marketplace is the best method to establish a fair market place. Proprietary, silo-based, internal markets create inefficiencies for both buyer and seller.

Buy and Sell at any point during the Life Cycle of the Domain.

Domain name buyers and sellers need market mechanisms to efficiently exchange domain names during all phases of the Domain Name Life Cycle, not just during the deleting phase. GDNX provides a vehicle for registrars to sell the domain name:

- *When the Registrant controls the domain name (Active).* Registrants who wish to sell the domain name can approach their registrar (GDNX member) and ask the registrar to sell the domain name at a fixed price, an auction mechanism with or without minimum reserve bids.
- *When the Registrar controls the domain name (Expiry).* Registrars can place the rights to domain names directly into the GDNX. Other members of the GDNX can offer these names to their customers.
- *When the Registry controls the domain name (Pending Delete).* Registries can also list their domain names during the pending delete phase of the domain name.

Buy and Sell any gTLD or ccTLD

GDNX is available for ICANN accredited registrars and ccTLD Accredited Registrars. The GDNX members can list their domains from any TLD into the GDNX. Members can search the GDNX inventory to find the domain name from any TLD.

Lowest Cost Transactions

The listing and buying member are each charged a 2% fee by the Exchange. Members are only charged this fee when the domain name sells. The Exchange acts as a clearing house between Members, aggregating and netting payments exchanged between Members on a weekly or monthly basis, depending on volume.

Registrars maintain their relationship with their customer.

Registrars know their clients best. GDNX allows Registrars and Registrants to maintain their own business relationships, including pricing, and customer credit limits, privacy and protection.

How does the GDNX work?

Members of the GDNX can offer services to their customers based on:

- *Fixed Price* – Members can sell a domain name at fixed or set price. Members would place domain names for sale in the GDNX on behalf of their customers.
- *Proxy Auction System* – The Member lists the domain name, starting bid price, and duration of the auction. Customers enter their maximum bids through their respective members. Each of the customers bids are raised by the minimum increment until the auction period closes. The auction is extended if the lead changes within the last five minutes.
- *Reserved Bid* – Similar to the Proxy Auction System, the Member also includes a minimum sale price or reserve. If the reserve is not met during the Proxy Auction System the domain name is determined not to have been sold and the Members are notified that the reserve has not been met.

GDNX Process Flow

Members list domains to be sold including attributes such as domain name, sale type, length of sale and sale price. The GDNX is accessible via a SOAP based API.

Once the domain has been listed within the GDNX, it is available to all other GDNX Members. Members can enter proxy bids on behalf of their customers until the Auction is completed.

The Listing Member decides the starting price of the Auction; however, the GDNX will provide default values for the Auction price and Auction length. The Auction closes at the specified time unless there is bid activity in the last few minutes of the auction. After the transaction is completed, the Reselling Member provides GDNX with contact information on the winning bidder.

The Listing Member will then request from GDNX the status and details of the domains they listed. The GDNX provides the domain name, selling price, and contact information (registrar, billing and technical) along with a list of domain names that did not sell.

The Listing Member receives 100% of the revenue from the domain sale. The Reselling Member can charge a service fee to his customer. The GDNX will receive a 2% transaction fee from both the Listing Member and Reselling Member.