



## Introduction

ICANN has built many safeguards into its New gTLD Program to ensure that each applicant is technically and operationally qualified to run a registry. The safeguards are embedded within the evaluation criteria as well as in rights protection mechanisms and protections against potential malicious conduct. The New gTLD Program provides trademark holders with significantly more rights protection mechanisms than those available in existing TLDs such as .COM, .NET and .BIZ.

## Evaluation Process

New gTLD applicants responded to 50 questions about the applying organization, its background, the mission and purpose of the proposed new gTLD, its proposed technical and operational setup, and its financial capabilities. Evaluation panels are reviewing the applications against published technical and operational criteria. Prior to delegation each applicant will be required to demonstrate actual operational technical compliance.

### Each application is evaluated in these categories:

- String similarity
- DNS stability
- Geographic names
- Technical/Operational and Financial capability
- Registry Services

## Trademark Clearinghouse

A single database of verified trademark information will support trademark claims and sunrise services. The Clearinghouse verification function will be performed by Deloitte under agreement with ICANN. The Clearinghouse is designed to replace the need for

trademark holders to register in many databases as new gTLDs are launched. ICANN will require every new gTLD operator to utilize the Clearinghouse for a Trademark Claims and a Sunrise Process.



## Uniform Rapid Suspension System (URS)

The URS will provide rapid relief to trademark holders for the most clear-cut cases of infringement and offer cheaper, faster responses than the existing Uniform Domain Name Dispute Resolution Policy. The URS filing fee, expected to be in the range of USD 300-500, will be set by the URS provider, and a successful URS complaint would result in suspension of the challenged name. ICANN recently announced the National Arbitration Forum (FORUM) as the first URS provider. FORUM will be one of multiple providers appointed.

## Trademark Post-Delegation Dispute Resolution Procedure (PDDRP)

This addresses a registry operator's bad faith intent to profit from systemic registration of infringing domain names. A claim of rights infringement against a registry is filed with a dispute resolution provider under an independent process. Remedies will vary and might result in termination.



## Uniform Domain Name Dispute Resolution Policy (UDRP)

Independent administrative proceeding to resolve disputes over alleged abusive domain name registrations. It is widely adopted today and will continue to be available as alternative to court actions for trademark holders to pursue cases of cybersquatting. Mandatory in all gTLDs.

## “Thick” Whois

Whois records are publicly available and contain information concerning registered domain names, including identification of registered name holders. “Thick” Whois provides more information and makes it easier for trademark holders to locate potential infringers. A “thick” Whois model will be mandatory in all new gTLDs.

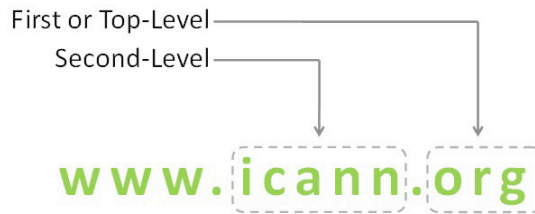
## Malicious Conduct Mitigation

The community developed nine specific mechanisms to reduce the potential for malicious conduct in the new space.

Examples include:

- All prospective registry operators will be reviewed for past criminal history.
- Each new gTLD must have a plan to implement domain name system security extensions (DNSSEC), reducing the risk of spoofed DNS records.
- A centralized zone file access system provides efficient access to registry data across all gTLDs, driving down the time and cost of monitoring and investigating malicious conduct.
- All new gTLD operators are required to establish a single point of contact responsible for the handling of abuse complaints. This requirement is a fundamental step in successfully combating malicious conduct within the new gTLDs.

## The Anatomy of a Domain Name



	<b>Top Level (example.YOURNAME)</b>	<b>Second Level (YOURNAME.example)</b>
<i>If I want to obtain a name...</i>	The application period for top-level domains is now closed.	A rights holder may choose to register domain names in new gTLDs once those new gTLDs launch. A Sunrise period is required for each new gTLD, which generally will allow eligible rights holders to register before the general public. Eligible rights holders may also register available domain names after launch.
<i>If someone else is infringing upon my rights...</i>	<p>If a rights holder believes that a gTLD application infringes its legal rights, it may choose to file a formal objection to the application online at <b>newgtlds.icann.org</b>.</p> <p>The availability of the objection process does not prevent a rights holder from taking independent action in courts or otherwise.</p>	<p>Rights holders have a number of options in cases where there is a concern about infringement:</p> <ol style="list-style-type: none"> <li>Filing a <i>URS complaint</i> may be appropriate where the infringement is clear and an expedited suspension of the relevant domain name is desired.</li> <li>Filing a <i>UDRP complaint</i> may be appropriate where the complainant wants the relevant domain name transferred to the complainant.</li> <li>Filing a <i>PDDRP complaint</i> may be appropriate when it is believed that the registry (i.e., operator of the TLD) is causing the infringing activity.</li> </ol>

New gTLDs are changing the Internet. You, as an Internet user, have a say in how. Review the applied-for strings at [newgtlds.icann.org](http://newgtlds.icann.org).

*Who should learn more about new gTLDs?*

- *Advertising, marketing and branding professionals*
- *Investors*
- *Governments*
- *Non-profit organizations*
- *Trade associations*
- *Trademark owners*
- *Intellectual Property attorneys*
- *Domain name registrants*
- *Anyone who uses the Internet*

<http://newgtlds.icann.org>

**About ICANN:** *The Internet Corporation for Assigned Names and Numbers (ICANN) was formed in 1998 to coordinate the Internet's unique identifiers around the world. Without that coordination we wouldn't have one global Internet. It is a not-for-profit, public-benefit corporation with participants from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers. ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet.*

