



geoTLD.group

---

# **Geographic Names**

Experience and Proposals



# Round 1 - geoTLD Experience

- Definition of a geographic TLD was limiting
  - bcn, eus, frl, gal, ist, irish, ryukyu, ruhr, scot, swiss, vegas, zulu  
where all excluded as geographic names
- Government Letter of Support
  - difficult to obtain but appropriate level of geographic credentials



# Next Round - Proposal 1

## **geoTLD.group's own definition**

- Based on a geographic name, identifier or indication
- Used to indicate or identify as a geographic, linguistic or cultural origin
- Documented government support or non-objection



## Next Round - Proposal 2

### **Waiver on geographic name limitations**

- Provided an appropriate level of Government Support any geographic name should be acceptable



# Next Round - Proposal 3

## Priority to geoTLDs

- In case of contention, Geographic TLDs should have a priority
  - No Auctions – because Governments are unlikely to be able to participate
  - Government Support – as proof of benefit to the greater good



# Next Round - Proposal 4

## Fair warning

- All applicants should acknowledge geographic “T&Cs”
  - Applicants must check their applied-for string(s) for potential geographic conflicts
  - All lists in the Applicant Guidebook apply (2.2.1.4 Geographic Names Review)
  - Best practice suggests prior communication with relevant authority(ies)