

## **RDS Purpose: Business Domain Name Purchase/Sale**

Purpose Name: **Business Domain Name Purchase/Sale**

Definition: This purpose enables contact between domain name registrants and third-party buyers (e.g., small business owners, corporations, and domain name brokers) for the purchase of domain names, and for both parties to complete and confirm agreed domain name transfers from seller to buyer.

Tasks: Parties purchasing or selling a business domain name often engage in the following tasks.

1. When making purchase queries about a domain name, registration data is used to determine the current Registrant and how to contact them.
2. When making purchase queries about a domain name registered using a Privacy or Proxy service, registration data allows a potential buyer to determine how to contact the current domain name user/owner by relaying communication through the Privacy/Proxy service provider or through a legal contact.
3. During acquisition, purchasers not only need to find out who they should contact, but also the domain name's registration history to confirm prior associations and to ensure that there are no issues with buying a domain name "fit for purpose."
4. Additionally, WHOIS history provides information about merchantability (e.g., as When buying a house, buyers do a title search to certify ownership and ownership custody chain, etc.). Similarly, domain name buyers commonly search WHOIS records before and after sale to verify the old and new Registrant are accurately recorded.
5. Registration data is also used during due diligence research to identify the current Registrant of the domain name, confirm whether they have a relationship with the Registrant Organization, and to determine other domain names with which buyers or sellers are associated.
6. In summary, registration data: informs buyers and sellers who they are working with; facilitates verification that parties can sell/buy the domain name; makes it possible to carry out the purchase/sale transaction; and enables verification (with a third party) that the domain name has actually changed hands before final payment is made from escrow.

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Users: The following parties often access gTLD registration data in pursuit of this purpose:

User Role	Description of RDS User's Role in Domain Name Purchase/Sale
Third-party Buyer	Any individual or entity (e.g., small business owner, corporation, domain name broker) that is attempting to buy a domain name from a registrant.
Domain Broker	A broker who may be purchasing, facilitating a purchase or sale, or facilitating the exchange of monies for a purchase a sale on behalf of a registrant or third party purchaser.
Registrant	Person or entity that currently holds the rights to a domain name being purchased.

Data: The following gTLD registration data is often involved in this purpose.

Data	Description of Registration Data used during Domain Name Purchase/Sale
Registrant Name	Current registrant of the domain name so interested buyers or businesses know <i>who</i> to contact for purchase.
Registrant Contact	A way to contact the current registrant, via email or phone, to make an offer for domain name purchases or for legal purposes, i.e. notifications of trademark infringement.
Registrant's Country	If legal action is required (i.e. in cases of trademark infringement), the country of origin provides context for local laws and procedures.
Date of Registration	To establish historical ownership of a domain name to assess the name's merchantability.
Legal Contact	Not required (or necessarily public). The legal contact for a domain name registration in the case of any communication in relation to legal issues or to negotiate a domain name transfer.
Domain Names for Specified Registrant	EWG recommendation to facilitate transfer of all domain names owned by a single registrant or company in the case of a merger/transition.