



ICANN Registry Request Service

Ticket ID: K0Q2O-3Z4K9
Registry Name: Atgron, Inc.
gTLD: wed
Status: Pending Completeness
Status Date: 2013-10-08 19:22:16
Print Date: 2013-10-09 21:57:27

Proposed Service

Name of Proposed Service:

Third Level Domain Sales

Technical description of Proposed Service:

The .WED TLD will be sold to Registrants at the third level in the same fashion as third level .COM and .NET TLDs are sold to Registrants currently.

Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

Consulted with Public Interest Registry staff regarding sale of domains at the third level to determine if there are any associated risks with providing .WED domain names to Registrants at the third level. Conclusion of consultation was no known risks of this standard industry practice in terms of the security and stability of the internet and no known instances of Registrant confusion.

Consulted with .COOP Registry Director regarding their current use of third level domains and the conclusion of that consultation was that there have been no instances of technical problems with their policy which is more restrictive than the .WED proposed policy to sell .WED at the third level to Registrants through ICANN accredited Registrars.

Feedback from the target demographic for .WED names, couples getting married, was obtained from attendance at bridal shows from October 2012 - September 2013. Potential Registrants support the ability to transition from a second level .WED site to a third level .WED site which will more directly reflect the maturation of the relationship to their family and friends. e.g. Transition from Name1.WED to Name1.anniversary.WED

a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?:



ICANN Registry Request Service

Ticket ID: K0Q2O-3Z4K9
Registry Name: Atgron, Inc.
gTLD: wed
Status: Pending Completeness
Status Date: 2013-10-08 19:22:16
Print Date: 2013-10-09 21:57:28

Not applicable

b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?:

Consultations occurred with a representative at 101Domain, a large accredited Registrar that sells domain names at the third level, and no known or potential issues could be identified by their representative.

Consultations occurred with representatives at NamesBeyond, a small accredited Registrar that sells domain names at the third level, and no known or potential issues could be identified by their representatives.

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:

No other consultations were required. Our technical backend provider CoCCA can support this request.

d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

Yes, couples getting married and wedding vendor professionals were consulted from Oct 2012 - Sept 2013 at bridal shows and trade shows. There was consensus that selling .WED names to Registrants at the third level would be a positive benefit to couples getting married.

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

Couples getting married endorse this policy to maintain the continuity of their website content and Registrars endorse this policy to maintain their customer base. Please see list of consultations above.



ICANN Registry Request Service

Ticket ID: K0Q2O-3Z4K9
Registry Name: Atgron, Inc.
gTLD: wed
Status: Pending Completeness
Status Date: 2013-10-08 19:22:16
Print Date: 2013-10-09 21:57:28

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

Other Registry Operators may object to this service for competitive reasons but we hope these objections will not be entertained because of the benefits to Registrants.

Timeline

Please describe the timeline for implementation of the proposed new registry service:

This process will be implemented prior to the application period for the .WED Landrush phase.

Business Description

Describe how the Proposed Service will be offered:

This service will be offered to Registrants through ICANN accredited Registrars in the same manner as second level .WED domain names with the same pricing structure.

Describe quality assurance plan or testing of Proposed Service:

Atgron shall, through it's Registry Operator CoCCA, undertake all necessary testing activities before implementing the proposed service.

Please list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.:



ICANN Registry Request Service

Ticket ID: K0Q2O-3Z4K9
Registry Name: Atgron, Inc.
gTLD: wed
Status: Pending Completeness
Status Date: 2013-10-08 19:22:16
Print Date: 2013-10-09 21:57:28

None

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

This will be an additional Registry Service to be added to Exhibit A of the Registry Agreement.

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

None, all registered second- and third- level .WED domains will be shown in the relevant data reports to ICANN.

What effect, if any, will the Proposed Service have on the Whois?:

None, all registered second- and third- level .WED domains will have the same data displayed on the Whois.

Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:

Amendment to Exhibit A of the Registry Agreement.

Benefits of Service

Describe the benefits of the Proposed Service:

This service will allow couples getting married the opportunity to retain their .WED website content from the previous domain name registration, transition to a new domain name registration and update the content as desired over many years as their relationship changes and transitions through various stages over time.

Accredited Registrars will be able to maintain customers by offering them .WED domain names at the third level.



ICANN Registry Request Service

Ticket ID: K0Q2O-3Z4K9
Registry Name: Atgron, Inc.
gTLD: wed
Status: Pending Completeness
Status Date: 2013-10-08 19:22:16
Print Date: 2013-10-09 21:57:28

Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

Because all Registrars who sell .WED domain names would need to be able to sell domain names at the third-level, it could have a detrimental impact on Registrars who are only able to sell domain names at the second-level. These Registrars would not be excluded from providing .WED domain names as long as they are willing to meet the terms and conditions of the Atgron Registry-Registrar agreement.

We believe the benefit to Registrants outweighs this potentially negative competitive impact.

How would you define the markets in which your proposed Registry Service would compete?:

Global markets on a first come first served basis.

What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

The .COM TLD and .NET TLD provide third-level domain names for sale to Registrants by accredited Registrars.

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:

No except for Registrars who cannot sell domain names at the third level but these Registrars would not be excluded from providing .WED domain names as long as they are willing to meet the terms and conditions of the Atgron Registry-Registrar agreement.



ICANN Registry Request Service

Ticket ID: K0Q2O-3Z4K9
Registry Name: Atgron, Inc.
gTLD: wed
Status: Pending Completeness
Status Date: 2013-10-08 19:22:16
Print Date: 2013-10-09 21:57:28

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

No Atgron, with the assistance of it's Registry Services Provider, will handle the provision of this service.

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

As noted in the consultation section, we have consulted with representatives from other Registry Operators and a large and a small ICANN accredited Registrar. These were in person and telephone conversations.

Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).:

Yes see attached list of proposed extensions.

Security and Stability

Does the proposed service alter the storage and input of Registry Data?:

No there will be no change to the proposed storage and input of Registry Data.

Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

Atgron has consulted with it's technical Registry backend provider who processes third-level domain registrations for a number of ccTLDs and anticipates no impacts to the throughput, response time, consistency or coherence of responses to Internet servers or end systems.



ICANN Registry Request Service

Ticket ID: K0Q2O-3Z4K9
Registry Name: Atgron, Inc.
gTLD: wed
Status: Pending Completeness
Status Date: 2013-10-08 19:22:16
Print Date: 2013-10-09 21:57:28

Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

No technical concerns have been raised for this industry standard practice.

Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

No, third-level extensions will be generic terms.

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

No

List Disclaimers provided to potential customers regarding the Proposed Service:

There are no disclaimers to be provided. All terms in the Atgron Acceptable Use Policy remain the same.

Any other relevant information to include with this request:

No.