



ICANN Registry Request Service

Ticket ID: Z4A6R-9C5C9

Registry Name: Bentley Motors Limited

gTLD: .BENTLEY

Status: ICANN Review

Status Date: 2015-05-28 16:27:26

Print Date: 2015-05-28 16:27:33

Proposed Service

Name of Proposed Service:

.Bentley IGO Names

Technical description of Proposed Service:

Pursuant to Section 6 of Specification 5 of the Registry Agreement between ICANN and Bentley Motors Limited ("Registry Operator"), we request the ability to release names that may be identical to a string that appears on the IGO reserved list in limited and controlled circumstances. Those limited circumstances being that the Registry Operator has signed Specification 13 and has consulted the IGO concerned and the IGO has no objection to the release of the string.

Consultation

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

Registry Operator has consulted the European Commission and African Union Commission via their GAC representatives being two IGO's that represent strings for which the Registry Operator has an interest in releasing. Registry Operator has further consulted their national UK GAC representative on the approach to requesting a limited release and sought feedback on any concerns they could anticipate from either IGO's or GAC members.\n\nThese consultations took place in the form of telephone calls, emails and face to face meetings. The nature and content of the consultation was to:\n\n1. describe the contractual position as it stands namely;\na. Specification 13 compliant Registry Operator ("dot Brand");\nb. No option to use certain strings within the registry even where the organisation whose name is being protected has no concerns as to its use.\n2. set out the Registry Operator's interest in particular names;\n3. set out the limited nature of the change request;\n4. seek any specific concerns the relevant organisations may have;\n5. seek any thoughts on concerns they might anticipate third parties may have with the proposals or approach taken to the release.\n\nThe consultation was limited and targeted to immediate affected parties.

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

N/A



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

No.

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

No - consultation has taken place with directly affected parties.

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

No.

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

\nRegistry Operator as a dot Brand TLD and potential user of the service endorses its introduction.

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

\nRegistry Operator believes that no reasonable person would object to the ability to seek permission from an IGO for the use of the string in a TLD. Registry Operator specifically limits their request to ensure it can proceed promptly.

Timeline

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

\nRegistry Operator would make available IGO names only when consultation with an IGO had taken place and the IGO has no objection to the release of the string and the string was not blocked by any other contractual restriction.

Business Description



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Describe how the Proposed Service will be offered:

In accordance with the Registry Agreement registration will be limited as per Specification 13 and then only with the non-objection of the IGO concerned.

Describe quality assurance plan or testing of Proposed Service:

N/A; released names will be subject to the same protections and safeguards available to all other permissible strings available for registration in the TLD.

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

N/A

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Registry Agreement, Specification 5, Section 6, applicable to Intergovernmental Organisation Names as follows:\r\n6. Intergovernmental Organizations. As instructed from time to time by ICANN, Registry Operator will implement the protections mechanism determined by the ICANN Board of Directors relating to the protection of identifiers for Intergovernmental Organizations. A list of reserved names for this Section 6 is available at <http://www.icann.org/en/resources/registries/reserved>. Additional names (including their IDN variants) may be added to the list upon ten (10) calendar days notice from ICANN to Registry Operator. Any such protected identifiers for Intergovernmental Organizations may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such protected identifiers shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

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

None.



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

None.

Contract Amendments

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

In order to meet the needs of all affected parties we seek a limited amendment which allows in the circumstances of Specification 13 compliance the Registry Operator to release the domain where the IGO concerned has been consulted and the IGO has no objection to the release of the domain. We would propose the following substitute clause.

6. Intergovernmental Organizations. As instructed from time to time by ICANN, Registry Operator will implement the protections mechanism determined by the ICANN Board of Directors relating to the protection of identifiers for Intergovernmental Organizations. A list of reserved names for this Section 6 is available at <http://www.icann.org/en/resources/registries/reserved>. Additional names (including their IDN variants) may be added to the list upon ten (10) calendar days notice from ICANN to Registry Operator. Any such protected identifiers for Intergovernmental Organizations may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator except where the Registry Operator has signed Specification 13 and has consulted the Intergovernmental Organisation affected and the affected organisation has no objections. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such protected identifiers that have not been released shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

Benefits of Service

Describe the benefits of the Proposed Service:

To make content and services relevant and clear to the end user through the ability to use strings which have meaning in relation to the Bentley brand and marketing regions but happen to coincidentally exist on the reserved names lists that are prohibited from use. For example the EU is one of Bentley's key markets and EU.BENTLEY could contain promotional material tailored for that marketplace. This will ensure that Bentley Motors Limited will be able to meet the needs of local markets.

Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition?



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If so, please explain.:

It will have no effects on competition in the domain name market as this is a dot Brand TLD. It will however serve to make dot Brand TLDs more attractive to potential applicants. It will further have positive effects on competition in the wider world through the branding and localisation options that will be made available to the Bentley brand.

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

N/A

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

ccTLD and previous round gTLD operators currently provide for the registration of these strings.

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.

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.:

Nominet, our backend provider, will implement that ability to register these strings.

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.:

N/A.

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).:



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No

Security and Stability

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

No.

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

No effect.

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

No.

Other Issues

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

Yes, as a dot Brand TLD, the Registry Operator is currently unable to use reserved strings which in the context of their closed registry will not infringe the rights of any third party. VnIGO's may, in some circumstances, still wish to consider the scope or applicability of their Intellectual Property rights in this area and hence why the request is limited in scope to seek an outcome recognising all interests.

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

No

List Disclaimers provided to potential customers regarding the Proposed Service:

N/A



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Any other relevant information to include with this request:

No