



ICANN Registry Request Service

Ticket ID: Y5D7X-1W0T6

Registry Name: Binky Lake, LLC (.VENTURES)

gTLD: .VENTURES

Status: ICANN Review

Status Date: 2017-02-28 18:49:21

Print Date: 2017-02-28 18:50:01

Proposed Service

Name of Proposed Service:

Addition of DPML to .IRISH

Technical description of Proposed Service:

Tin Mill, LLC would like offer a Domains Protected Marks List service ("DPML") as an approved service under Exhibit A of the Registry Agreement for .IRISH.

Consultation

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

Donuts Inc., through its multiple registry operator subsidiaries, currently offers DPML in all of its TLDs. DPML is a service that has been well received by the community since its initial launch.

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

N/A

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

Many registrars offer DPML services for the Donuts TLDs and are supportive of including .IRISH in the offering.

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

N/A



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

N/A

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

DPML is a service used by a multitude of registrants that would endorse its availability in this newly acquired TLD.

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

Donuts sees no reason why anyone would object to offering DPML in .IRISH.

Timeline

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

Donuts plans to include DPML in .IRISH as soon as ICANN has approved this RSEP request.

Business Description

Describe how the Proposed Service will be offered:

DPML in .IRISH will be offered in the same manner as it currently applies to other Donuts-operated TLDs.

Describe quality assurance plan or testing of Proposed Service:

N/A

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



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N/A

Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

Registry Agreement - Exhibit A, Section 5.

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

None.

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:

5. Domains Protected Marks List (DPML)

The DPML is a service that allows trademark rights holders to block certain labels from registration across multiple TLDs operated by the Registry Operator. The blocked names must comply with the provisions described in Specification 5, Section 3.3 of the Registry Agreement. Domain Names blocked by the DPML service will be either an exact match of a label or will contain an exact match of such labels, or may include domain names that are a misspelling or contain a misspelling of a label. Blocked labels do not prevent other trademark rights holders from unblocking the label and registering the domain name.

Benefits of Service

Describe the benefits of the Proposed Service:

Adding DPML as a permitted service will be beneficial to current and future DPML holders, as it will enable DPML to apply to



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.IRISH in the same manner as DPML applies to other Donuts-operated TLDs.

Competition

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

None.

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

DPML in .IRISH will be offered to the same market in which DPML currently competes.

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

Donuts offers DPML across all of its TLDs.

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?:

N/A

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.:

Rightside Domains Europe Ltd. provides back-end services to this registry operator and will support DPML.

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.:

Yes. We have communicated to registrars that we anticipate DPML will apply to .IRISH.

Do you have any documents that address the possible effects on competition of your proposed Registry Service?



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If so, please submit them with your application. (ICANN will keep the documents confidential).:

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:

N/A

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:

No.

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

Donuts has filed a patent application related to DPML and has trademarked the term as well.

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:

N/A