



# ICANN Registry Request Service

Ticket ID: S7D7Y-6K7S9

Registry Name: Merchant Law Group LLP

gTLD: .love

Status: ICANN Review

Status Date: 2016-02-24 15:11:38

Print Date: 2016-02-24 15:12:24

## Proposed Service

Name of Proposed Service:

*Second Level IDN Support*

Technical description of Proposed Service:

*Adding Specific IDNs to .love TLD*

*Merchant Law Group LLP would like to provide registration of domain names across a broader geographic market, to accommodate linguistic and cultural identity. To accomplish this, we hereby seek approval to add the following IDNs to the .love TLD:*

*Chinese language*

*Cyrillic script*

*Greek script*

*Hebrew language*

*Japanese language*

*Korean language*

*Lao language*

*Thai language*

*Merchant Law Group LLP (the "Registry Operator") will fully adhere to the latest IDN implementation guidelines, Version 3.0 (<https://www.icann.org/resources/pages/idn-guidelines-2011-09-02-en>) released by ICANN in the formulation of IDN policies and development of technical systems, and shall fully comply with the specifications of the IETF protocols on IDNS in applications.*

*Attached are the IDN Language Tables for the requested IDNs.*

*[Appendix A \(IDN Language Tables for Requested Languages.pdf\)](#)*

## Consultation

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



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*Merchant Law Group LLP has reviewed the large volume of IDNs offered by legacy TLD registry operators as well as registrars and has found that the vast majority of these organizations offer IDNs at the second level. In addition, and as part of its due diligence and discussions with Registrars, the majority specifically requested that the .love TLD be made available in as many IDN's as are currently available via the Merchant Law Group LLP back-end provider, CentralNic.*

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

*.love is not a sponsored TLD.*

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

*While formal consultations with gTLD registrars were not necessary, informal discussions with prospective registrars were conducted as part of the intended onboarding processes of this TLD. Discussions with these registrars and stakeholders called for IDNs to be included as part of the .love TLD.*

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

*Not applicable.*

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

*Consultations with end users were not necessary.*

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

*As IDN's become more standard it has become an expectation that most domain names will eventually need to provide IDN's to maintain a sustainable business and support the integrity of the domain. Merchant Law Group LLP, in its discussions with Registrars has been informed by these registrars that registrants will expect the addition of IDNs to the .love TLD. Prospective Registrants have also informally communicated the desire to include IDN's in the .love TLD.*



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

*It is unlikely that anyone would object to the introduction of these IDN's to the .love TLD. Merchant Law Group LLP also sees no reason why a constituency group would object to offering the registration of domain names in more languages.*

## Timeline

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

*Merchant Law Group LLP, in coordination with CentralNic, its back-end provider of services, intends to introduce these IDN's as soon as ICANN has approved this RSEP request.*

## Business Description

Describe how the Proposed Service will be offered:

*The proposed IDN's will be offered in a phased approach in response to market demand. It is expected that the initial roll-out of these IDN's will include Japanese and Korean, with the remaining languages grouped for release according to market demand. In addition, the proposed IDN's will be available to all Registrars with which Merchant Law Group LLP has a signed agreement for the offering of domain names.*

Describe quality assurance plan or testing of Proposed Service:

*The IDN tables are ready to be supported by CentralNic and are already in use with a number of other TLDs on CentralNic's platform. As such, the services required have already been approved by ICANN and passed Pre-Delegation Testing.*

*CentralNic has conducted all necessary testing and will continue to ensure appropriate implementation.*

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

*Not applicable*



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## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*Exhibit A of the existing Registry Agreement between Merchant Law Group LLP and ICANN will need to be modified to include the requested IDN's.*

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

*There will be no effect on the reporting of data to ICANN if this proposed service is approved.*

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

*The proposed IDN service will have no effect on the Whois.*

## Contract Amendments

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

*Please see attached PDF file "Amendment to 4.3 of the Agreement" for details stating the necessary contractual amendments for the proposed service.*

[Appendix B \(Amendment to 4.3 of the Agreement.pdf\)](#)

## Benefits of Service

Describe the benefits of the Proposed Service:

*Permitting the .love TLD to include these additional languages/IDN's will allow Merchant Law Group LLP, as a new gTLD registry operator, to compete in the global market. In addition, it will further Merchant Law Group LLP's goal of creating a targeted/defined space on the internet for love related content by enriching content with global perspectives.*

## 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.:

*The proposed IDN's are being offered due to market demand and will provide consumers with greater choice which are both positive effects on competition.*

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

*The provision of these additional languages/IDNs provides Merchant Law Group LLP with the opportunity to more readily compete in markets around the world. These markets are self-defined by linguistic familiarity and identity.*

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

*Legacy TLD registry operators (loosely defined as those registry operators who existed prior to the introduction of the new TLD applicant process) permit multiple language script registration in their TLDs. A list can be found on the IANA website: <http://www.iana.org/domains/idn-tables>.*

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.:

No.

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 had discussions with registrars who are eager to provide their customers with the ability to register domain names in their local languages.*

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:

*The proposed service will not affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems.*

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?:

No.

List Disclaimers provided to potential customers regarding the Proposed Service:



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*There are none.*

Any other relevant information to include with this request:

*Attached are the IDN Language Tables for the requested IDNs.*

*[Appendix C \(IDN Language Tables for Requested Languages.pdf\)](#)*