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ICANN

Registry Services Evaluation Policy (RSEP) Request

July 20, 2021

Registry Operator
Dog Beach, LLC

Request Details
Case Number: 01057163

This Registry Services Evaluation Policy (RSEP) request form should be submitted for review by ICANN org when a registry operator is adding, modifying, or removing a Registry Service for a TLD or group of TLDs.

The RSEP Process webpage provides additional information about the process and lists RSEP requests that have been reviewed and/or approved by ICANN org. If you are proposing a service that was previously approved, we encourage you to respond similarly to the most recently approved request(s) to facilitate ICANN org's review.

Certain known Registry Services are identified in the Naming Services portal (NSp) case type list under "RSEP Fast Track" (example: "RSEP Fast Track – BTAPPA"). If you would like to submit a request for one of these services, please exit this case and select the specific Fast Track case type. Unless the service is identified under RSEP Fast Track, all other RSEP requests should be submitted through this form.

Helpful Tips

- Click the "Save" button to save your work. This will allow you to return to the request at a later time and will not submit the request.
- You may print or save your request as a PDF by clicking the printer icon in the upper right corner. You must click "Save" at least once in order to print the request.
- Click the "Submit" button to submit your completed request to ICANN org.
- Complete the information requested below. All fields marked with an asterisk (*) are required. If not applicable, respond with "N/A."

1. PROPOSED SERVICE DESCRIPTION

1.1. Name of proposed service.

This Donuts Inc. subsidiary registry operator would like to offer a Domains Protected Marks List service ("DPML") as an approved service under the Registry Agreement.

1.2. Provide a general description of the proposed service including the impact to external users and how it will be offered.

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.

1.3. Provide a technical description of the proposed service.

The domain protected marks list is a single purchase subscription service which allows brands and trademark holders to protect their IP across TLD's which are serviced by the Donuts backend. At the point of subscription, exact match and or variant labels of a subscribers brand are removed from the general availability pool for all participating TLD's. Subscriptions may be offered from 1 - 10 year terms and have no outward impact on DNS resolution, zone files or any other critical registry services.

1.4. If this proposed service has already been approved by ICANN org, identify and provide a link to the RSEP request for the same service that was most recently approved.

https://www.icann.org/en/system/files/files/rsep-2017005-irish-request-28feb17-en.pdf

1.5. Describe the benefits of the proposed service and who would benefit from 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 newly onboarded TLD's in the same manner as DPML applies to other Donuts-operated TLDs.

1.6. Describe the timeline for implementation of the proposed service.

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

1.7. If additional information should be considered with the description of the proposed service, attach one or more file(s) below.

1.8. If the proposed service adds or modifies Internationalized Domain Name (IDN) languages or scripts that have already been approved in another RSEP request or are considered pre-approved by ICANN org, provide (a) a reference to the RSEP request, TLD(s), and IDN table(s) that were already approved or (b) a link to the pre-approved Reference Label Generation Rules (LGR). Otherwise, indicate "not applicable."

This service does not add or modify any IDN languages or Scripts.

The most current IDN requirements will be used to evaluate a submitted table.

2. SECURITY AND STABILITY

2.1. What effect, if any, will the proposed service have on the life cycle of domain names?

The service will not affect the life cycle of domain names.

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

No the service does not alter the storage and input of Registry Data.

2.3. Explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems.

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

2.4. Have technical concerns been raised about the proposed service? If so, identify the concerns and describe how you intend to address those concerns.

There are no technical concerns. Donuts is currently offering the DPML service, and has been for some time, and there are no current technical concerns.

2.5. Describe the quality assurance plan and/or testing of the proposed service prior to deployment.

Donuts has been operating the DPML service since 2013, it has proven to be a robust, reliable and valuable service for all customers. This request does not involve a new technology deployment but rather the inclusion of new TLD's to an existing service.
DPML is tested via a robust and automated QA test suite for every system deployment to ensure the stability of the service.

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

N/A

3. COMPETITION

3.1. Do you believe the proposed service would have any positive or negative effects on competition? If so, please explain.

None.

3.2. How would you define the markets in which the proposed service would compete?

DPML will be offered to the same markets in which DPML currently competes. (Primarily the corporate registrar channel).

3.3. What companies/entities provide services or products that are similar in substance or effect to the proposed service?

Donuts offers DPML across all of its TLDs except .REALTY and .OBSERVER and the newly acquired Afilias TLDs.

3.4. In view of your status as a Registry Operator, would the introduction of the proposed service potentially affect the ability of other companies/entities that provide similar products or services to compete?

No.

3.5. Do you propose to work with a vendor or contractor to provide the proposed 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. Additionally the TMCH (TradeMark Clearinghouse will continue to serve as a validation partner.

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

Yes, we have communicated with Dog Beach, LLC accredited registrars that we anticipate that DPML will apply to these additional TLD(s).

3.7. If you have any documents that address the possible effects on competition of the proposed service, attach them below. ICANN will keep the documents confidential.

4. CONTRACTUAL PROVISIONS

4.1. List the relevant contractual provisions impacted by the proposed service. This includes, but is not limited to, Consensus Policies, previously approved amendments or services, Reserved Names, and Rights Protection Mechanisms.

Registry Agreement - Exhibit A (Approved Services)

4.2. What effect, if any, will the proposed service have on the reporting of data to ICANN?

None.

4.3. What effect, if any, will the proposed service have on Registration Data Directory Service (RDDS)?*

None.

4.4. What effect, if any, will the proposed service have on the price of a domain name registration?

None.

4.5. Will the proposed service result in a change to a Material Subcontracting Arrangement (MSA) as defined by the Registry Agreement? If so, identify and describe the change. Please note that a change to an MSA requires consent from ICANN org through the MSA change request process. The RSEP request must be approved prior to submitting the MSA change request.

No.

5. AUTHORIZATION LANGUAGE

5.1. A Registry Agreement (RA) amendment is required when the proposed service: (i) contradicts existing provisions in the RA or (ii) is not contemplated in the RA and, therefore, needs to be added to Exhibit A of the RA and/or as an appropriate addendum/appendix. If

applicable, provide draft language (or a link to previously approved RA amendment language) describing the service to be used in an RA amendment if the proposed service is approved. If an RA amendment is not applicable, respond with "N/A" and provide a complete response to question 5.2.*

For examples or for IDN services, you may refer to the webpage for standard RA template amendments for commonly requested Registry Services.

Domains Protected Marks List (DPML): 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 of contain a misspelling of a label. Blocked labels do not prevent other trademark rights holders or DPML holders from unblocking the label and registering the domain name. In some instances, approval from the applicable DPML holder may be required for a third party with the same trademark to register the blocked name.

5.2. If the proposed service is permissible under an existing provision in the Registry Agreement, identify the provision and provide rationale. If not applicable, respond with "N/A" and provide a complete response to question 5.1.

N/A

6. CONSULTATION

6.1. ICANN org encourages you to set up a consultation call through your Engagement Manager prior to submitting this RSEP request. This is to help ensure that necessary information is assembled ahead of time.

Identify if and when you had a consultation call with ICANN org. If you did not request a consultation call, provide rationale.

N/A

6.2. Describe your consultations with the community, experts, and/or others. This can include, but is not limited to, the relevant community for a sponsored or community TLD, registrars or the registrar constituency, end users and/or registrants, or other constituency groups. What were the quantity, nature, and results of the consultations? How will the proposed service impact these groups? Which groups support or oppose this proposed service?

N/A

7. OTHER

7.1. Would there be any intellectual property impact or considerations raised by the proposed service?

No.

7.2. 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.

7.3. Provide any other relevant information to include with the request. If none, respond with "N/A."

N/A

7.4. If additional information should be considered, attach one or more file(s) below.

Affected TLDs

Current Registry Operator	Top Level Domain	Registry Agreement Date
Dog Beach, LLC	broker	2014-12-11
Dog Beach, LLC	contact	2015-01-08
Dog Beach, LLC	forex	2014-12-11
Dog Beach, LLC	markets	2014-12-11
Dog Beach, LLC	trading	2014-12-11
Dog Beach, LLC	travel	2015-10-09