

nameshop

To

Dr Stephen Crocker, Chair and the Members of ICANN Board
Göran Marby, CEO of ICANN
Akram Atallah, President of GDD

Dear Dr Stephen Crocker, Mr Marby and Mr Atallah,

Please accept this note on Nameshop's TLD application and its Public Interest Commitments for .Internet, of possible value to the DNS and Internet

Namshop is a small Proprietary firm based in India seeking delegation of new gTLD string .Internet.

The original submitted application was for the string .IDN, which was later found to be the alpha3 country code for Indonesia. Nameshop, three months after submission, found and reported the error to ICANN and while pointing out the ambiguity in the Applicant Guide Book concerning this rule, missed even by large applicants, conciliatorily offered to change the string if .IDN could not be delegated. Eventually when a Change Process was available, Nameshop sought to change the string to .Internet, which is not a reserved string, not contented and not a geographical or otherwise prohibited string.

There are some issues surrounding the evaluation, review, reconsideration of the Nameshop application for .Internet, being discussed, which fall outside the scope of this document.

The purpose of this document is to emphatically affirm that the delegation of .Internet to Nameshop without further delays would be of value to ICANN, the DNS and the Internet, in view of Nameshop's intentions and Global Public Interest commitments to operate this TLD responsibly, amidst commercial pursuits, with dedicated ICANN Community advice and far sighted policies for the good of the Internet.

It is understood that ICANN has particular concerns about this valuable and symbolic string delegated to a Proprietary firm from India.

These concerns are addressed in this communication with specific pointers to the several merits of the Nameshop application, in particular, the voluntary Public Interest Commitments, which we insist on being rendered legally binding in the jurisdiction in which ICANN operates now, and for completeness of commitment, with clauses to migrate the agreement to suit any finer changes in ICANN's jurisdiction in the future, if such changes so arise:

The [Public Interest Commitments](#), that Nameshop has made ahead of the PIC process, are to:

- Operate the string responsibly with Community advice; and
- Give away *atleast* one-quarter of its profits year after year for the good of the Internet

The Domain Name System (DNS) has evolved with its own policies, conventions and business practices over the past 30 years, which has contributed to the evolution of the Internet.

Nameshop as a Registry would broadly respect the established conventions of this business eco-system and would conduct business by the same ethical best practices. As such, with this rationale in mind, Nameshop would not advocate disruptive industry wide policy changes in a manner that would harm the established and fair conventions.

Nevertheless, where there are opportunities to innovatively establish independent policies to be of a greater service to the Internet users and to the DNS, Nameshop would seek to establish such practices for its own TLD operations. Among such policies may be:

1. Nameshop would manage the string .Internet by employing and engaging globally responsible individuals as Board Members, each of whom would be respected for their known commitment to the Internet. Nameshop, even as a Proprietary private sector firm, is to be governed as a highly ethical firm and the string is to be managed responsibly.
2. If the new gTLD process requires Nameshop to name the people to be employed and engaged in the management of the commercial operation and also indicate nominees for the foundation to manage the 25% given away, the firm would be happy to do so. Nameshop would be receptively open to objections by ICANN on key appointments, and make suitable changes based on sensitive objections, though the appointments would be made without formal consultation with ICANN in selection.
3. With a view for fairness without regard to the firm's country of origin, Nameshop would legally commit to adopt a policy of geographical fairness in the registration of Domain Names as well as in all its Registry policies.
4. If the existing new gTLD/Registry Agreement framework is inadequate to cover these aspects and concerns peculiar to the allocation of the symbolically valuable string .Internet, Nameshop would agree to execute, with some attention to the legal nuances by legal consultation, a special agreement covering these voluntary aspects by a requested Special Status whereby, in a specialized contractual framework that would not be entirely different, but one which allows these voluntary Public Interest commitments to

be legally articulated. Such an agreement could include aspects such as Ownership including succession, limitations and processes to be adopted for Dilution of its holding or clauses related to ICANN's approval of Transfer of Ownership or Control of this 100% Proprietary firm.

5. Nameshop, by engaging community technical experts would explore ways of paying second level attention to DNSSEC and Registry level attention to abuse with an emphasis on prevention. This to be elaborated.
6. Without detriment to general business conventions, Nameshop would institute satisfactory policies concerning the allocation of prohibited/prohibitible Domain Names, Reserved Domain Names and premium domain names, with Commercial and Community advice, largely in the interest of the Internet.

This includes:

- a) Respect for sacred names: Across the world, across cultures, there are names that are sacred or sensitive, which in some cultures are spoken or written with reverence and in yet other cultures even go unexpressed. Such names of the High and Divine, even if not part of reserved or prohibited names, are to be reserved by Nameshop to be registered to acceptable bodies by a transparent process, if ICANN's guidelines for Registries would permit such a practice or exception.
- b) Respect for 'institutional' names: Certain names are special to certain institutions, namely institutions of religious pursuits, or that of knowledge, freedom or charity. Some of these names, whether or not registered 'trade' names, may be reserved by Nameshop to ensure that such special names are not openly available for registration by anyone so as to avoid abuse.
- c) Caution concerning 'vulnerable' names: Whether or not reserved, names such as school, consumer, charity, donate and other names to be identified are to be assigned after due scrutiny, if ICANN's guidelines for Registries would permit such a practice or exception.
- d) Prohibition of prohibitible names: Names that go against global public interest, whether or not prohibited already, are to be prohibited. Prohibition of Hate Speech and Derogatory Terms: Names that go against global public interest in a hateful manner, induce violence against communities, or disparage communities would be prohibited, in consultation with FoE organizations.
- e) Caution against malicious or exploitative registration of generic Names: such as news, search, school and other second level strings to be identified. Such names to be transparently registered, after the necessary care to avoid rush registration of such valuable names to a person or organization that could be abusive.

Etc. (There are **certain other larger intentions**, that require more detailed and prolonged consultations with Technical and DNS experts.)

The .Internet Foundation

The pursuits of the .Internet Foundation, with 25% of Nameshop's profits every year, would include:

- Supporting programs to preserve Core Internet Values;
- Supporting non-commercial initiatives of value to the Internet;
- Supporting an Internet Academy;

(These are initial intentions to be conveyed to the Trustees of .Internet Foundation, by Nameshop as a non-voting observer of the Trust, with the decision left to the Trustees.)

Nameshop commits to operate the string in such a manner that its Registry Operations would be of of certain and significant value to ICANN and the Internet.

Thank You

Sivasubramanian M
Proprietor
Nameshop

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ICANN Copenhagen