

Sent by email to a few of the ICANN Community Leaders with a request for attention

Sent Nov 1, 2017

I am writing to you to request your attention and support in an effort to bring a new Top-Level Domain (TLD) - .Internet - with firm commitments to operate the Registry in the Global Public Interest, which would include the support and growth of Internet usage in developing regions.

Nameshop, a small firm based in India, applied in 2012 to operate a new TLD; originally, the application was for the string .IDN, which happened to be a disallowed alpha3 country code. The rule related to an alpha3 codes was mentioned ambiguously in the AGB; this was so easy of a mistake to make that even two other very large global enterprises did not notice the rule and applied for disallowed alpha3 country codes.

Nameshop pointed out the ambiguity in the Applicant Guide Book (AGB) and made a Change Request to amend the string to .Internet by utilizing the Change Request process. The string change from .IDN to .Internet was natural and logical: [the purpose of the Nameshop application](#) was to offer .IDN as an ASCII string to Internationalized Domain Name registrants, who would use their .IDN name to point to their webspace. The purpose was to make IDN web spaces, otherwise confined to one language community, accessible across all of the Internet. The natural choice for an alternate string was .Internet, which preserves same purposes of making IDN web-spaces accessible across the Internet. Nameshop's Change Request conformed to all the criteria as laid down

The Change Request was accepted, published by ICANN and the string .Internet was revealed.

Nameshop has made these Public Interest Commitments, ahead of the PIC process to:

- Operate the string responsibly with Community advice; and
- Give away *at least* one-quarter of its income year after year for the good of the Internet.

Nameshop reaffirmed these commitments in its letter to the CEO and the ICANN Board during the ICANN Copenhagen Meeting, which is linked above.

In its new gTLD evaluation process, ICANN has approved a few string change requests, but denied the Nameshop string change request without rationale or explanation.

Nameshop is also one of the three applicants from the Developing regions to seek Applicant support. While a more experienced TLD operator has received support, Nameshop's applicant support request, inexplicably, has not been approved.

Nameshop has worked patiently through the redressal processes by communications to the new gTLD Staff, an escalation to the Executive, via a request for Reconsideration by the Board Governance Committee, and by an appeal to the Ombudsman, but there has not been inadequate attention based in good faith.

While there are issues surrounding the evaluation, review and reconsideration of the Nameshop TLD application our primary and continued focus is not on what has already happened, but to move forward positively with commitments to operate the string .Internet responsibly and according to our published commitments.

We do not wish to enter into an adversarial engagement with ICANN, whom we regard as a partner. It is also to be noted that it is prohibitively expensive for Nameshop as a small company from a Developing country to take recourse to the time consuming an Independent Review Process and other judicial processes under California Law.

We aim to resolve the situation through Community engagement and demonstrating to the ICANN organization that the community supports the delegation of .Internet to Nameshop.

I ask that you support the delegation of .Internet to Nameshop for many of these reasons:

1. Nameshop appreciates and understands the symbolic value of the string and will engage with globally responsible individuals, respected for their commitment to the Internet.
2. Nameshop has committed to donate AT LEAST one quarter of its income year after year primarily for the good of the Internet and secondarily for other global causes.
3. Nameshop will be commercially managed with high ethical standards so as to operate in the optimal interest of the Internet ecosystem.
4. Nameshop will steadfastly adhere to its own, original, enforceable Public Interest Commitments, made ahead of ICANN's own call for PICs.
5. Nameshop will establish a Policy Board (including ICANN community members committed to the DNS) to provide input on key appointments, initiatives, and manage a Trust for the Nameshop revenues that will be donated for the benefit of Internet development, including the Developing world.
6. In the interest of the Internet, Nameshop will institute satisfactory policies concerning the allocation of prohibited/prohibitible Domain Names, Reserved

Domain Names and premium domain names, with Commercial and Community advice.

7. Nameshop will adopt a policy of geographical fairness in the registration of Domain Names as well as in all its Registry policies.
8. Registry ownership succession requirements will include and ensure ongoing adherence to the Nameshop policies to serve the Internet with fair policies for users from the developing region.
9. Nameshop commits to operate the string in such a manner that its Registry Operations would be of certain and significant value to ICANN, the DNS and the Internet and make those operations open for public review and comment.

We believe this delegation of .Internet now to a Registry committed to operations in the public interest and from a Developing country would be fair and serve as an example of the new gTLD program achieving one of its intentions of extending new gTLDs to applicants from new regions.

I hope you can support our endeavor centered on the Global Public Interest .Please respond and let me know your thoughts. We hope to work on this during this ICANN meeting in Johannesburg.

Thank you for taking the time to read and consider this issue. I hope to speak with you soon.

Yours sincerely

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