



## Registry Services Evaluation Policy (RSEP) Request

March 20, 2020

### Registry Operator

Top Level Design, LLC

### Request Details

Case Number: 00937950

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.

Additional IDNs at the Second Level for .gay

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

We are bringing our .gay in line with our existing portfolio of TLDs (.design, .wiki, .ink) and offering IDN services in a greater number of scripts than was approved in our original .gay application. This will allow our users, especially international customers and non-English speakers, to publish content and utilize the DNS in their native language and/or script.

### 1.3. Provide a technical description of the proposed service.

[We Intend to use the pre-approved language for IDN RSEPs wherein variants will be blocked]

Top Level Design, LLC, the contracted registry with ICANN for the .design, .wiki, and .ink and .gay top level domains, currently offers the following languages and scripts in its other TLDs: Arabic, Greek, Japanese, Korean, Cyrillic, Hebrew, Lao, Latin, Chinese, and Thai.

Hereby we would like to add ten (10) new services:

Languages: Arabic, Hebrew, Japanese, Korean, Lao, Chinese, Thai

Scripts: Latin, Greek, Cyrillic

(In the attached, .txt files with four letter names are languages, while 2 character names are scripts)

CentralNic provides backend registry services for Top Level Design, LLC, and this IDN table (and all others) can be

individually downloaded from CentralNic's website:

[https://manage.centralnic.com/support/idn\\_tables](https://manage.centralnic.com/support/idn_tables)

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.

Our prior IDN RSEPs are here:

<https://www.icann.org/en/system/files/files/rsep-2016018-design-et-al-request-20apr16-en.pdf>  
(chinese)

<https://www.icann.org/en/system/files/files/rsep-2016018-design-et-al-request-20apr16-en.pdf>

The most recent IDN RSEP for another, comparable registry is here:

<https://www.icann.org/en/system/files/files/rsep-2019089-bond-request-22may19-en.pdf>

1.5. Describe the benefits of the proposed service and who would benefit from the proposed service.

Registration will be allowed at the second and lower levels to the large and diverse population around the world that uses diverse languages and scripts. This will allow Top Level Design, LLC's top level domains to serve a global Internet and compete with other registries

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

Immediately upon approval.

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.”

Our prior IDN RSEPs are here (for .design, .wiki, .ink TLDs)

<https://www.icann.org/en/system/files/files/rsep-2016018-design-et-al-request-20apr16-en.pdf>  
(chinese)

<https://www.icann.org/en/system/files/files/rsep-2016018-design-et-al-request-20apr16-en.pdf>

CentralNic tables maintained here:

[https://manage.centralnic.com/support/idn\\_tables](https://manage.centralnic.com/support/idn_tables)

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?

None.

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

None.

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

It will not affect any of these.

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.

None.

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

The IDN tables to be offered are, for the most part, derived from tables published by other ccTLD and gTLD registries in the Repository of IDN Practices on the IANA website. These tables have in general been assembled by experts in the languages to which they refer, and have been subject to public scrutiny for some time. Furthermore, they have been in use with CentralNic's ccTLDs and ccSLDs for many years. As a result we have confidence that they are of a high quality, and making them available under .design will have little impact.

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

- o Guidelines for the Implementation of Internationalized Domain Names:
  - o <http://www.icann.org/en/resources/idn/idn-guidelines-02sep11-en.htm>
- o The IDNA2008 protocol:
  - o RFC 5890, 5891, 5892, 5893, 5894, 5895
- o CentralNic IDN tables:
  - o [https://manage.centralnic.com/support/idn\\_tables](https://manage.centralnic.com/support/idn_tables)

### 3. COMPETITION

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

This service will have positive effects on competition and will allow us to offer .gay to populations that are not well-served by the languages and scripts currently offered. There will be no negative effects on competition, and it will only increase the visibility, use, and innovation of new Internet resources.

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

The markets will be global in nature, and will specifically spread across regions where non-Latin languages/scripts are used. The .gay domain is generic and could be applied to a number of different industries within each market.

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

Many other contracted registry operators offer IDN registration at the second and lower level.

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, their capabilities will not be affected.

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.

Our backend registry provider, CentralNic, offers all technical registry services to Top Level Design, LLC--and will do so for

the implementation of the Chinese language and all future IDN tables as applicable.

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.

We have not spoken to competitive registries about the potential services. It is largely assumed that all registry operators will offer some degree of IDN-supported registration, and we are mainly seeking to expand our offerings to compete with these other operators. We have spoken with registrar partners that will see their capabilities to serve the global markets expanded.

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.

The "Approved Services" section, in Exhibit A of the Registry Agreement, will be impacted.

Therein, we would like to recognize all: Latin, Arabic, Greek, Japanese, Korean, Cyrillic, Hebrew, Thai, Chinese, and Lao

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.

[We intend to use standard language for IDNS, where variants are blocked]

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.

"The following standard amendment language has been previously approved by ICANN organization for this specific Registry Service as requested through the Registry Services Evaluation Policy (RSEP) process. Upon approval of an RSEP request for the specified Registry Service, the registry operator and ICANN org would proceed to execute a Registry Agreement amendment incorporating this language into Exhibit A of the Registry Agreement, or as an appropriate addendum or appendix." - Standard Amendment Language, <https://www.icann.org/en/system/files/files/standard-amendment-language-add-idns-will-block-variants-14jun19-en.pdf>

## 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.

There were early .gay launch calls and emails between myself and Lisa Carter. These were operational, understanding the current launch timelines and related processes, such as the RSEP.

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?

We are aware that our backend registry provider, CentralNic, is offering and/or has been approved to offer these IDN functionalities for ccTLDs, such as .pw and .la; a number of third level registry services, such as .in.net, .cn.com, etc; and other new gTLDs, such as .rent, .xyz, .tickets, and .college, and our own TLDs

## 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?

No.

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.

gay-idns.tgz

**Affected TLDs**

| <b>Current Registry Operator</b> | <b>Top Level Domain</b> | <b>Registry Agreement Date</b> |
|----------------------------------|-------------------------|--------------------------------|
| Top Level Design, LLC            | gay                     | 2019-05-23                     |