

WWW.What?: What the Impending New Domain Names Mean for Nonprofits

ACC Nonprofit Organizations Committee Legal Quick Hit
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Agenda

- What are domain names?
- How does the domain name system (DNS) work?
- Top-level domains
- Internationalized domain names
- New .XXX domain
- New top-level domains
- What do nonprofits need to know?
- Discussion



What Is a Domain Name?

- A label for identifying a resource
- Formed under the domain name system (DNS)
 - Naming system for networked resources
 - “Phonebook” to convert human-friendly identifiers into IP addresses
- Example domain name – `www.acc.com`
 - Top-level domain (TLD) = “com”
 - “acc” is a subdomain of the “com” domain
 - “www” is a subdomain of “acc.com”



Domain Name System (DNS)

- Implemented in 1983 and originally managed by the U.S. Government
- Top-level management by the Internet Corporation for Assigned Names and Numbers (ICANN), a nonprofit corporation
 - ICANN authorizes and delegates authority to domain name registries (e.g., VeriSign)
 - Domain name registrars (e.g., Go Daddy) are accredited through ICANN and the domain name registries
 - Domain name registrars offer domain names to registrants who register and use the domain name



Registrants



www.example.com
(192.168.100.100)

Registrars

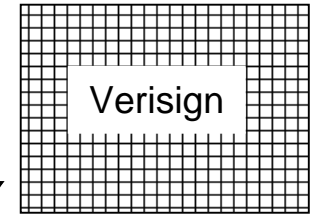
Dotster

GoDaddy

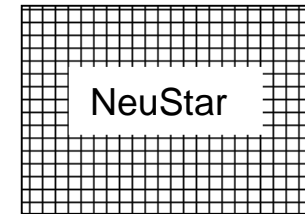
Network Solutions

Web Werks India

Registries

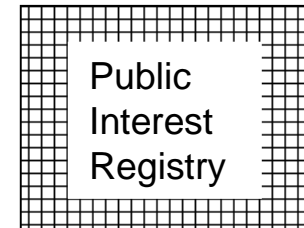


(.COM, .NET, .NAME)



NeuStar

(.BIZ)



Public
Interest
Registry

(.ORG)



Top-Level Domains (TLDs)

- Generic top-level domains (gTLDs)
 - Initial set
 - .com, .edu, .org, .gov, .mil, .net
 - Additional gTLDs
 - .museum, .name, .info, .jobs, .xxx
 - 22 current gTLDs
 - gTLD expansion
 - Unlimited number of new top-level domains
- Country code top-level domains (ccTLD)
 - uk, .fr, .hk, .us
 - bbc.co.uk



Country Code Top-Level Domains (ccTLD)

- .tv (Tuvalu), .co (Colombia), .fm (Federated States of Micronesia), .me (Montenegro)
 - OWN.TV; T.CO; FB.ME
- Internationalized Domain Names (IDN) are now supported (i.e., Non-ASCII)
 - இலங்கை கை 香港 السعودية
- Regulation determined by the country
- Adds policing, enforcement and security burdens to trademark owners



Current IDNs

- Once ccTLD is approved through ICANN's Fast Track process, country code registries may allow registrars to accept applications
- Typically a sunrise phase or phases will precede open applications
 - Government
 - Trademark holders
 - Local entities
 - Holders of corresponding ASCII domain



IDN Advantages

- According to ICANN, half the world's Internet users have non-western writing systems as their primary language.
- Provides new opportunities
- Information can be delivered to customers in local languages
- Resources can be provided for users of other alphabets and writing systems



IDN Disadvantages

- Increase in policing and enforcement
 - May not be covered by current dispute resolution procedures
- Translation issues
- Searching for marks
- Possibility for confusion between domain names
 - Visually or phonetically similar
- Increase in fraud
 - Cybersquatting
 - Phishing
 - Homograph/script spoofing
 - PayPal.com or PayPal.com (Arial)
 - PayPa1.com or PayPaI.com (Courier)



Changes to TLDs

- What you need to know



New XXX Domain

- For adult entertainment industry websites
- Controversial - no one asked for it
- Three initial sunrise tracks are available
 - Existing trademark holders within adult entertainment industry
 - Grandfathering current operators of adult websites registered prior to February 2010
 - Domain name block for trademark holders outside of adult entertainment industry (e.g., Disney)
- Sunrise is expected to open in September 2011
- Estimated \$200-\$300 per blocked domain
 - Alternatively, Uniform Dispute Resolution Procedure (UDRP) or other remedies may still be available if someone does register and use their brand in a .xxx in a way which causes harm, tarnishment or confusion to the brand



united domains

+49 (0) 8151 / 36867-0
9.00 - 17.00 Uhr

FAQ (Sofort-Hilfe) | Kontakt

E-Mail:
Passwort:
Login

Passwort / E-Mail vergessen? Registrieren

Domain suchen & registrieren | Domain umziehen | E-Mail & Webspace | neue TLDs | Hilfe & Support

Sie befinden sich hier: » Die neuen Domain-Endungen

Die ganze Welt der Domains

NEU Die neuen Domain-Endungen kommen!
Das Rennen um die besten Adressen hat begonnen.

Schon jetzt Ihre Wunschdomains kostenlos vorbestellen:

www.

.berlin .shop .eco .web .gay .film .bayern .sport .music .nyc .hotel .xxx .med

Neue Domain-Endungen: Jetzt unverbindlich und kostenlos vorbestellen!

Im Jahre 2012 wird sich das Internet grundlegend verändern: Neben den bekannten Domain-Endungen, wie .de, .eu oder .com, soll es in Zukunft zahlreiche "neue" Domain-Endungen, wie .web, .shop, .film, .berlin, .bayern oder .xxx geben. Die zentrale Vergabestelle ICANN plant die Einführung mehrerer hundert dieser neuen Domain-Endungen (new Top Level Domains, nTLDs).

united-domains bietet Ihnen schon jetzt die Möglichkeit, sich Ihre Wunsch-Domains unter den neuen Domain-Endungen in den Datenbanken von united-domains **unverbindlich und kostenlos vorzubestellen**. Sobald die genauen Vergabebedingungen und Registrierungsgebühren seitens der Vergabestellen feststehen, werden wir Sie informieren und Ihnen anbieten, Ihre unverbindliche Vorbestellung als verbindlich zu bestätigen.

Sie gehen also kein Risiko ein! Sie reservieren sich aber schon jetzt eine gute Ausgangsposition beim Rennen um die besten "neuen" Domains.



dotNGO

[Home]

[About]

[FAQ]

Launching soon: dotNGO is the website of the .ngo generic Top Level Domain project. ".ngo" will be the future internet address of choice, for all Charities, Not-For-Profits and Non-Governmental Organisations.

In 2011/12 new generic top level domains ("gTLD"s) like .com, .org and .net will start appearing. .ngo will be one of these. It will become the single, secure and trusted domain of legitimate NGOs worldwide. It will be run for the charity and NGO sector, by the sector. Find out more, debate and influence the changes here. Charity fraud costs the sector millions per year. There is currently no secure version of .org that can give the reassurance that the public and the sector need. .ngo will fill that need.



HOW YOU CAN GET INVOLVED

Email info@dotngo.net to talk to the team. Who do you think should be on the board of the organisation and could your organisation be represented? How can we balance the voting power of large aid agencies and small local grass-roots organisations? We will make proposals for the answers to these questions and the sector can vote on these solutions.

PROJECT PARTNERS

We have put together a team of experts who can undertake the application to ICANN and create the organisation. We welcome tenders and enquiries. We aim to air and respond to the views of the community we will serve - the NGO, charity and not for profit sector.

Join the Mailing List

Enter your name and email address below:

Name:

Email:

Subscribe Unsubscribe

AIMS

- Security
- Choice - [other new TLDs and types of TLD](#)
- Benefit to the third sector
- Transparency

What aims would you like to see for the project? Do you support the concept? Would you like to see this service provided for you? What are the alternatives for the NGO sector if we choose not to run our own

NEWS

- ICANN and TLD news
- Timeline updates

ICANN give regular updates on the sector views. The new applicant's guidebook is available from April online. We recommend @DomainName Wire for their excellent and timely Tweets and articles on their website.



Home About us Contact us

dot.LOVE

Register Now!
Your Expression of Interest

Click here to register .LOVE

Why .LOVE?

Love is an emotion and an idea that rests at the pinnacle of humanity. Love (e.g., romantic, compassionate, spiritual, caring) encapsulates much ...

[why .LOVE?](#)

Activities

dot.Love Inc., as an organization and movement, will achieve maturity through three steps: 1) Application phase 2) Commercial phase 3) Philanthropic phase

[activities](#)

Spread the news!

dot.Love needs your support.

We want the world to know about our initiative and hope that many people will join dot.Love by registering ...

[spread the news!](#)

Love

['The Names of Love' movie review: French film](#)
The Star-Ledger - NJ.com - 4 hours ago
By Stephen Whitty/The Star-Ledger 'The Names of Love' movie review: In the publicity package for "The Names of Love," director Michel Leclerc cites Woody Allen as an influence, declaring "I secretly hope he'll

[Movie review: "Le Nom des You're a Fascist? Let's Hop in Bed!"](#)
[Related Articles »](#)

Los Angeles

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The Power of Love

We are, each of us angels with only one wing; and we can only fly by embracing one another - Luciano de Crescenzo

You, yourself, as much as anybody in the entire universe, deserve your love and affection - Buddha

Love cures people, both the ones who give it and the ones who receive it - Karl A. Menninger

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New gTLDs

- ICANN approved new gTLD program allowing applicants to create their own gTLD. Such as:
 - Brands (e.g., .canon)
 - Geography-based (e.g., .berlin, .africa, .london)
 - Cultural/linguistic/community (e.g., .zulu)
 - Demographic (e.g., .gay, .fam)
 - Thematic/commercial (e.g., .eco .sport, .ski, .hotel)
- Requires
 - Lengthy application
 - \$185,000 fee
 - Technical evaluation
 - Annual \$25,000 fee
 - Registry operation costs



Controversy: Trademark Owners and Governments Not on Board

- ICANN failed to adequately justify the need for new top-level domains
- An explosion of new registries could threaten Internet security
- Increased burden on brand owners who will face increased cost of monitoring and dealing with cybersquatting
- 76% discount for developing world applicants
- Further changes to applicant guidebook planned



New gTLD Benefits for Nonprofits

- Increased confidence by users
 - The visited site is known to be sponsored by the non-profit (e.g., .RedCross, .bank)
 - May reduce lost donations
 - Better brand control
- Marketing opportunities
- Increased security and control
 - Known TLD
 - All second-level addresses are issued by your organization
 - Your organization sets the rules
 - inclusive or exclusive
 - Native alphabet (IDNs)



Brand Registration

- Cost of registration may not be worth the perceived value to the brand
- \$500,000 is the estimated cost to get the program up and running for the first several years
 - Filing fee
 - Consultant fees
 - Attorney fees
 - Registry service-provider fees
- Same burdens for cybersquatters of gTLD



Here are the key questions we are hearing, and some answers:

1. Will someone register my brand as a top-level domain?

Unlikely. Lengthy and expensive process is not attractive to the casual cybersquatter.



Key questions we are hearing, and some answers: cont'd.

2. Should I register my brand as a top-level domain?

- For many nonprofits, the cost of doing this may not be worth the perceived value to the brand.
- \$185,000 filing fee
- Consultant and legal fees
- Registry service fees
- Annual fees \$25,000
- A coalition of nonprofits might be able to fund such a project, *e.g.*, .nonprofit



Key questions we are hearing, and some answers: cont'd.

3. Will I need to deal with cybersquatters?

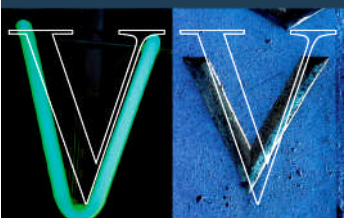
- Defensive registrations?
- Policing
- UDRP governs
- Trademark Clearinghouse for Sunrise applications
- Reach of U.S. law will be more limited
- Post-delegation DRP – for registrars who don't comply



Key questions we are hearing, and some answers: cont'd.

4. Will another organization or group be able to register .charity or .nonprofit and refuse to let me have a domain name registration such as myname.nonprofit?

- It depends. The current draft Applicant Guidebook, which is still subject to amendment, provides that a registry may or may not have eligibility or use requirements. The agreement has to be negotiated with ICANN. As such, it is not possible to guarantee anything.



New gTLDs Timeline

- June 20, 2011: ICANN approves change to gTLD
- January 12, 2012 - April 12, 2012: applications accepted for new gTLDs
- April 27, 2012: applications published
- November 2012: evaluation results published
- Early 2013: new gTLD go live



Conclusion and Points for Discussion- What Does This Mean for Nonprofits?

- Be prepared for change as usage of traditional domain names (e.g., .com, .biz, .org) may begin to decline



Conclusion and Points for Discussion – What Does This Mean for Nonprofits? cont'd.

- Revisit your current policy with respect to brand protection – defensive registrations may no longer be affordable. Be prepared for sunrise periods if defensive registration is of interest.



Conclusion and Points for Discussion – What Does This Mean for Nonprofits? cont'd.

- Expect additional cost and effort in policing and enforcing trademarks
- More opportunity for fraudulent association with your organization
- Additional marketing opportunities if there are top-level domains that are thematically relevant to your mission



Or...Are We Worrying About Nothing?

- Given the increased importance of search engines in finding information on the Internet, perhaps domain names won't matter so much.



Questions?

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