List of Potential Improvements to new gTLD Program – for Discussion on BC Call

1. Ensure that ICANN can enforce all registry restrictions and commitments made in the application, via enforceable mechanisms within the contract, and provide sufficient staffing support in Enforcement and Compliance team
2. Ensure that gTLD expansion includes TLDs serving multiple languages and scripts – Include incentives to applicants to encourage offering multiple versions of their gTLD in different scripts
3. Rights Protection Mechanisms must be improved –
   1. Extend the Trademark Clearing House [beyond 60 days] [for at least two years] with a required evaluation at that time to determine its perpetuity or change or discontinuance
   2. Manage the TM Clearing house centrally, to ensure standardized streamlined submission processes for those trademark holders using it
   3. Extend Sunrise for all relevant gTLDs for a mandatory 60 days [brand/ single user TLDs could be excluded].
      1. Require a standardized Sunrise approach to minimize the confusion and costs to registrants to participate in Sunrise in multiple gTLDs.
   4. Operate the URS initially as a sole vendor, supervised by ICANN
      1. . Consider other improvements – to be developed further
      2. NEW:Commit to monitoring the disposition of URS cases to see of names subject to a URS are rapidly reregistered by others. [Future action: If this is the case, additional measures should be taken, such as placing such names on a permanent block list, ineligible for future registration. Create sanctions for accredited registrars/resellers who violate such lists].
4. RAA – Discuss status of present negotiations and whether to say something about RAA requirements for new gTLDs
5. Review the criteria for community facing TLDs to avoid sending such applications to auction mechanisms, particularly in the instances of not for profit, charitable names
6. Review the conditions under which a trademark name might end up being sent to auction mechanisms, and improve other options
7. WHOIS Accuracy – improve the requirement of validation of WHOIS data for new gTLDs. [Thick WHOIS does not equate to accurate WHOIS data]
8. Add a “do not register/registry block” service to the Trademark Clearinghouse, allowing any trademark holder to pay a one time fee to permanently prevent registration by anyone of names that are an identical match, or include the identical match trademark name. Operate this for two [three?] years, with evaluation and assessment about continuing or closing this service. Annualized fee per name should be a one time fee that covers all new gTLDs, and creates a database of ‘reserve names’ which meet certain criteria. This is different from the TM Clearinghouse proposal which only warns a potential registrant of a potential conflict. [similar to the IFFOR .XXX service]. [this is also different from the ANA proposal, which seems limited to top level, where objection procedures already exists].
9. Improve and modify the Comms plan to focus more on information and education about what the mechanisms are for those who do not want to register and operate a gTLD registry.
10. Second Round: Board has committed to second Round. Time frame is based on trademark study which would start 1 year after 75 new gTLDs in the root. – estimated time is not clear/although Board documents said Feb 13.