



#### Sunrises

65 Sunrise Periods NOW active.

More stats on http://sunrise.clearinghouse.org

#### CLOSING

.partners .condos

.maison .properties

.tienda .bid

.trade .webcam

.dating .events

.productions

#### **JUST OPENED**

.moe .associates

.lease .media

pictures .haus

.reisen .town

.toys .university

#### **COMING UP**

.fail .financial

.limited .wtf

.vegas .citic

. 中信(citic) .care

. 网址 (website).dental

.surgery







## The Internet's Evolution



# Over 1,300 new generic top-level domains. (gTLDs)



Select number of cities, countries, and regions given gTLDs – including





# One of the biggest expansions of the Internet to date.



## Introducing .nyc



## quick history:

- In 2008, NYC began its quest to be one of the first municipalities to get their own top-level domain
- Included in NYC's Digital Roadmaps
- Neustar awarded contract to manage .nyc through a competitive procurement
- ICANN executed Agreement with City of New York on 1/23/14



## the nexus policy:

- Entity must have a physical street address in NYC
- Individuals' primary place of residence must be in NYC
- P.0 Boxes are not permitted
- Registrants must:
  - Agree that they are in compliance with all relevant Federal, NYS and NYC laws and tax requirements
  - Remain in compliance with the applicable Nexus Policy for the duration of domain's registration
  - Agree not to license, sub-delegate or transfer domain(s) to 3rd parties that do not meet nexus requirements





- Nexus policy with validation and active enforcement
- Whois Accuracy Program
- No Proxy Registrations
- Acceptable Use Policy
- Malicious Monitoring Program
- Sunrise and Trademark claims processes
- Uniform Dispute Resolution policy
- Uniform Rapid Suspension

## the wy brand



reason.

New York City is where success takes many shapes.

Where there are infinite ways to dream big.

If you work or reside here, you do so for a





INTRODUCING .NYC

## .nyc is the Official Web Address for New Yorkers

Now your business, organization or idea will have a powerful way to leverage your location as proof of your success.







1

## Provides New Yorkers with an official way to brand and own their

identity, online.





3

Provides every New Yorker with the ability to connect through a shared location.

## **Brand Benefits**

### LEGITIMACY

- No pretending .nyc is the official brand of New York City
- True New York City status

### EXCLUSIVITY

- New Yorkers are the envy of the world, now the envy of the Internet
- Targeted at an audience with a built in love for the city

### LOCALIZATION

- New York City is all about communities
- nyc identifies businesses/persons as a part of the New York City community

# securing your wy domain name



## launch timeline:





## sunrise phase

- Sunrise Phase: May 5th to June 20th
- Offers trademark owners the ability to register a .nyc web address in advance of the general public
- Domain Name must be a exact match of the Trademark
- Must be a valid national trademark registration as validated by the Trademark Clearinghouse
  - ✓ International Trademarks qualify provided Nexus is met
  - State Trademark ineligible for Sunrise Period



## What you need to do



- Before June 20 NY-Based Trademarks Must:
  - Step 1: Verify your nationally registered trademark with the Trademark Clearinghouse & receive "SMD file."
  - Step 2: Apply for your .nyc trademark domain through ICANN-Accredited Registrar
  - List of Registrars will be found at www.nic.nyc
  - Upload SMD File to Registrar's registration portal
    - Step 3: Remain uncontested for 60 days
- Contested trademark domains will be offered at auction to determine the final owner. Sunrise auctions will commence July 10th 2014

#### **Sunrise**

#### May 5<sup>th</sup> – June 20<sup>th</sup> 2014

Businesses, organizations or legal entities with a registered trademark in the TM Clearinghouse and a physical address in the City. If multiple qualified applications are received, an auction will be held.

#### **City Government Affiliated**

June 25th - July 31st 2014

Government agencies, community boards and affiliated entities such as BIDs and City-owned Cultural Institutions.

#### Landrush

August 4th - October 3rd 2014

• Any Individual, Business, Organization or Legal Entity with an address in NYC. If multiple applications received for same string, auction held to determine registrant.

#### **General Availability**

October 8th 2014 onwards

• For all prospective registrants who have a physical address in NYC. First come first served process.

## Wholesale Pricing

City Government Affiliated Fee

\$20

- One-time Sunrise Application Fee \$15
- Annual Sunrise Fee \$20
- One-time Landrush Application Fee \$30
- Annual Landrush Fee \$20
- Annual General Availability Fee \$20





#nycFounder



## goals:

- Provide a select group of qualified New Yorkers and NYC-based companies an exclusive way to develop and use their .nyc web address before the general public
- Showcase great examples of passionate and successful .nyc web addresses in use
- Inspire future development of the .nyc space and community of City-wide owners





## benefits:

- Represent NYC
   Be recognized as a New Yorker whose work embodies the spirit and opportunity of the City.
- Inspire Others
   Play a role in driving the success of New York City's official web address.
- Make History
   Get the notoriety and attention of being one of the first to own and launch a .nyc before the public.





## how to apply:

- Visit www.nic.nyc/Founders to complete & submit full application
- Selected .nyc candidates will be notified by the .nyc team
- Develop and launch proposed website no later than Sept 1, 2014





#### **TECHNICAL CRITERIA:**

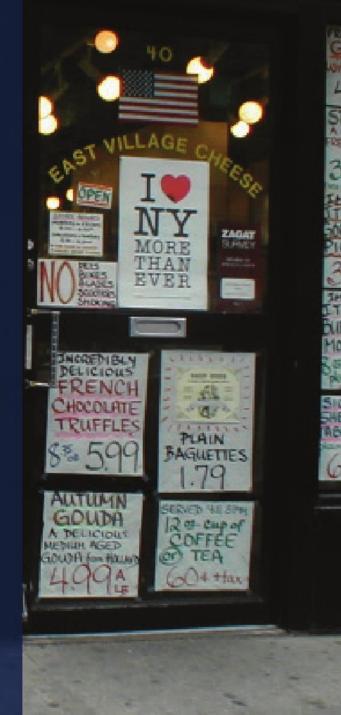
- Valid physical location/street address in NYC
- Clear website purpose and/or goals
- Inclusion of .nyc in marketing plan
- Robust, dynamic content benefiting NYC businesses, entities and residents
- Be ready to launch by Sept 1st
- Commit to 2 years of website operation
- Adhere ICANN-mandated Trademark Claims process



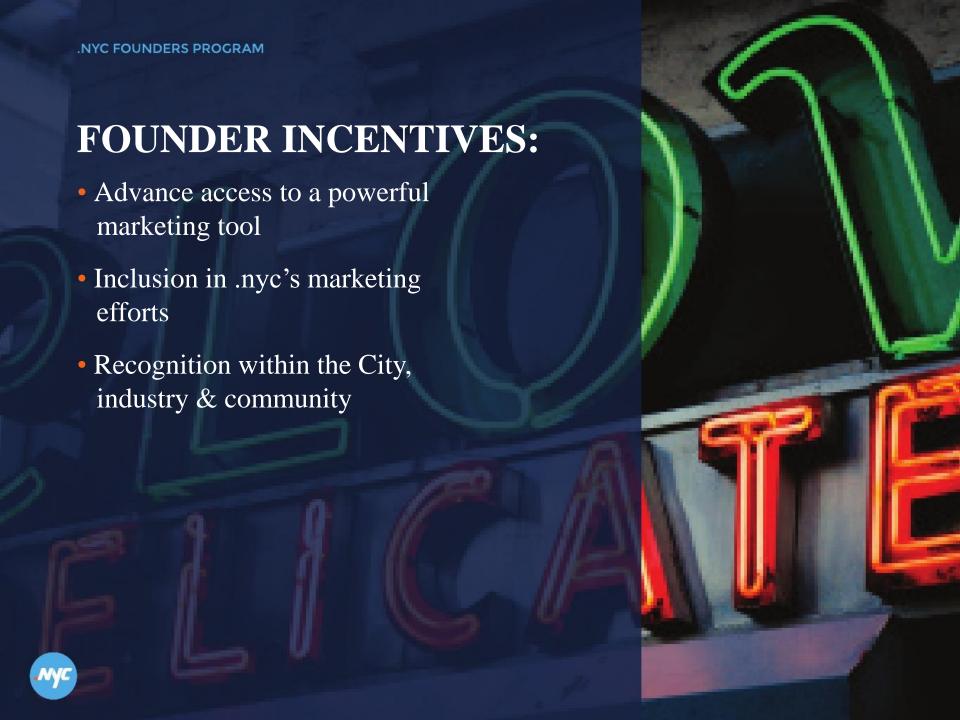


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.nyc is the flagship domain of the Internet's expansion.

Make sure your trademark's domain won't be "gone in a

New York minute."

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## CLEARINGHOUSE



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The concepts covered in this presentation are for discussion purposes only and are not intended to be all-inclusive on the topic of the trademark clearinghouse. Many of the concepts are still in the development stage and therefore could change the development or the implementation of certain concepts and/or services in the future. As a result, Deloitte reserves the right to make any changes needed to deliver the TMCH-related services as directed by ICANN.

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