



# ICANN Registry Request Service

Ticket ID: D6N7I-7Q1I0

Registry Name: Pictet Europe S.A.

gTLD: .pictet

Status: ICANN Review

Status Date: 2016-02-01 18:20:37

Print Date: 2016-02-01 18:20:49

## Proposed Service

Name of Proposed Service:

*Release of Country and Territory Names within the .PICTET*

Technical description of Proposed Service:

*Pursuant to Section 4 of Specification 5 of the Registry Agreement between ICANN and Pictet Europe SA ("Registry Operator"), we request the release of country and territory names within .PICTET. Such a request includes all such names that appear on the following lists: 4.1. the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union; 4.2. the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and 4.3. the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names.*

*Upon release, these names would be subject to all registration policies established for .PICTET including, but not limited to, .PICTET's Eligibility Requirements and Acceptable Use Policy. These policies mandate that all domains within .PICTET be registered to and controlled by Pictet Europe SA and its Affiliates and Trademark Licensees and feature Pictet-branded content. We do not envision any risks to the security, stability or resiliency of the Domain Name System associated with the release of these names within .PICTET.*

## Consultation

Please describe with specificity your consultations with the community, experts and or others. What were the quantity, nature and content of the consultations?:

*Registry Operator has not undertaken direct consultation with the community, experts or others. Registry Operator relies on the historical availability of such names in legacy domains, as well as the recent comments of the Governmental Advisory Committee in its March 27, 2014 Singapore Communique whereby it indicated no major concerns about brand owners seeking approval for the release of country names and two-letter and character codes at the second level. Registry Operator is a brand owner seeking approval for the release of country and territory names in the .PICTET TLD, for which it has applied to operate as a .BRAND TLD in accordance with Specification 13 to the Registry Agreement. Since such names will be used for the purposes of the representation of our company, it is almost impossible to anticipate any abuse or misconduct, or that*



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*such domain name could be confusing to users or otherwise offensive to any country.*

a. If the registry is a sponsored TLD, what were the nature and content of these consultations with the sponsored TLD community?:

N/A

b. Were consultations with gTLD registrars or the registrar constituency appropriate? Which registrars were consulted? What were the nature and content of the consultation?:

N/A

c. Were consultations with other constituency groups appropriate? Which groups were consulted? What were the nature and content of these consultations?:

N/A

d. Were consultations with end users appropriate? Which groups were consulted? What were the nature and content of these consultations?:

*Since .PICTET is a closed, .BRAND Registry, Registry Operator and its Affiliates and Trademark Licensees will be the registrant for all country and territory names released within .PICTET. Even though no other consultations were conducted, we believe that the end-users will benefit from being able to navigate to these easily distinguishable and trusted domain names and take advantage of their localized content. Specifically, it is hard to imagine that any other type of naming at the second level could be a more potent way to describe, for instance, the Registry Operator's services in Switzerland than Switzerland.PICTET or Suisse.PICTET. The naming clearly serves its purpose and fulfills the expectation of the user.*

e. Who would endorse the introduction of this service? What were the nature and content of these consultations?:

*The Registry Operator, its Affiliates and Partners fully endorse the introduction of this service. There is a high demand from end users for country and territory names to assist in user-friendly navigation in order to navigate the user to a website of the appropriate country and language. Number of countries have expressly welcomed the development of geo-targeted content by .BRAND TLDs with a focus on their national economies or language groups. The release of country and territory names within .PICTET would provide a clear platform upon which to develop and showcase content targeted toward specific national*



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*economies or language groups.*

f. Who would object the introduction of this service? What were(or would be) the nature and content of these consultations?:

*The Registry Operator is not aware of any specific objections but is fully prepared to engage in dialogue if any GAC Representative or other Government Authority raises concerns about a country or territory name being released in .PICTET in response to this RSEP request. If a relevant concern should be raised, Registry Operator is prepared to engage the related party in accordance with any process specially developed for such purpose or as otherwise required by ICANN.*

## Timeline

Please describe the timeline for implementation of the proposed new registry service:

*Registry Operator intends to begin registering country and territory names immediately, should ICANN approve this request.*

## Business Description

Describe how the Proposed Service will be offered:

*The Registry Operator will operate .PICTET as a .BRAND registry following the requirements outlines in Specification 13 of ICANN's Registry Agreement. As such, all domains under .PICTET will be registered to and controlled by Registry Operator, its Affiliates, or its Trademark Licensees. Registry Operator does not intend to sell .PICTET domain names to the general public or allow unaffiliated third parties to control the DNS records associated with any domains in .PICTET. Registry Operator envisions country and territory second-level domains will be used to provide localized content and easy to remember navigation to point users to relevant, geo-targeted content related to Registry Operator's business.*

Describe quality assurance plan or testing of Proposed Service:

N/A

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



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N/A

## Contractual Provisions

List the relevant contractual provisions impacted by the Proposed Service:

*ICANN's Registry Agreement, Specification 5, Section 4. Country and Territory Names. The country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists shall be withheld from registration or allocated to Registry Operator at All Levels: 4.1. the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union; 4.2. the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and - 4.3. the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names; provided, that the reservation of specific country and territory names (including their IDN variants according to the registry operator IDN registration policy, where applicable) may be released to the extent that Registry Operator reaches agreement with the applicable government(s). Registry Operator must not activate such names in the DNS; provided, that Registry Operator may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such names that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.*

What effect, if any, will the Proposed Service have on the reporting of data to ICANN:

None

What effect, if any, will the Proposed Service have on the Whois?:

None

## Contract Amendments

Please describe or provide the necessary contractual amendments for the proposed service:



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*The request for the release of country and territory names is pursuant to Specification 5, Section 4 of the Registry Agreement. This request represents a simple extension of the available namespace, anticipated by Specification 5 of the Registry Agreement, and may be approved by ICANN subjected to a review by ICANN's Governmental Advisory Committee (GAC). Registry Operator proposes that Exhibit A of the .PICTET Registry Agreement would be amended to read: "Notwithstanding Section 4 of Specification 5 of the Agreement, Registry Operator may offer other registrations for and activate in the DNS the country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists: the short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union; the United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and the list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names. The relevant country and territory names are listed in Attachment 1 to Exhibit A, which is incorporated herein by this reference.*

## Benefits of Service

Describe the benefits of the Proposed Service:

*Releasing country and territory names would allow Registry Operator to promote business and its activities in .PICTET using more appropriate and meaningful domain names that are easy to remember and understand for various geographic audiences.*

## Competition

Do you believe your proposed new Registry Service would have any positive or negative effects on competition? If so, please explain.:

*Positive. Efficient navigation to country and language websites appropriate for the end user will enhance competition and choice in the global marketplace.*

How would you define the markets in which your proposed Registry Service would compete?:

*The release of country and territory names in the .PICTET TLD space will be potentially in any and all markets where Registry Operator is engaged in commercial and other activities.*



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What companies/entities provide services or products that are similar in substance or effect to your proposed Registry Service?:

*All legacy TLD (pre-2010) registry operators are already permitted to use country and territory names.*

In view of your status as a registry operator, would the introduction of your proposed Registry Service potentially impair the ability of other companies/entities that provide similar products or services to compete?:

*No. These country and territory domains will be used by Registry Operator to provide short, meaningful and memorable domain names through which end clients can access Pictet branded content.*

Do you propose to work with a vendor or contractor to provide the proposed Registry Service? If so, what is the name of the vendor/contractor, and describe the nature of the services the vendor/contractor would provide.:

*Yes. The registry services provider for .PICTET, Verisign, will provide the technical capability and agility to register country and territory domain names.*

Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed Registry Service? If so, please describe the communications.:

*Yes. We have had discussions with Verisign and confirmed they are able to implement the release of country and territory domain names.*

Do you have any documents that address the possible effects on competition of your proposed Registry Service? If so, please submit them with your application. (ICANN will keep the documents confidential).:

N/A

## Security and Stability

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

No



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Please explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems:

*The proposed release of country and territory names will have no effect.*

Have technical concerns been raised about the proposed service, and if so, how do you intend to address those concerns?:

No

## Other Issues

Are there any Intellectual Property considerations raised by the Proposed Service:

*The release of country and territory names does not increase the risk of intellectual property infringement. On the contrary, as a .BRAND operator, .PICTET will be in complete control of any and all registrations and content for the TLD, thus posing a decreased risk of intellectual property infringement.*

Does the proposed service contain intellectual property exclusive to your gTLD registry?:

No.

List Disclaimers provided to potential customers regarding the Proposed Service:

N/A

Any other relevant information to include with this request:

None