

*gTLD String: .buzz*

*Applicant Entity Name: dotStrategy, Co.*

*Application ID#: 1-1133-77383*

## **SPECIFICATION 11 PUBLIC INTEREST COMMITMENTS**

1. Registry Operator will use only ICANN accredited registrars that are party to the Registrar Accreditation Agreement approved by the ICANN Board of Directors on [date to be determined at time of contracting], 2013 (or any subsequent form of Registrar Accreditation Agreement approved by the ICANN Board of Directors) in registering domain names. A list of such registrars shall be maintained by ICANN on ICANN's website.

2.  Registry Operator will operate the registry for the TLD in compliance with all commitments, statements of intent and business plans stated in the following sections of Registry Operator's application to ICANN for the TLD, which commitments, statements of intent and business plans are hereby incorporated by reference into this Agreement. Registry Operator's obligations pursuant to this paragraph shall be enforceable by ICANN and through the Public Interest Commitment Dispute Resolution Process established by ICANN ((posted at [url to be inserted when final procedure is adopted])), as it may be amended by ICANN from time to time, the "PICDRP"). Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any remedies ICANN imposes (which may include any reasonable remedy, including for the avoidance of doubt, the termination of the Registry Agreement pursuant to Section 4.3(e) of the Registry Agreement) following a determination by any PICDRP panel and to be bound by any such determination.

### **Specific to Questions #28 and #29 of the .buzz new TLD application.**

3.  Registry Operator agrees to perform following specific public interest commitments, which commitments shall be enforceable by ICANN and through the PICDRP. Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any remedies ICANN imposes (which may include any reasonable remedy, including for the avoidance of doubt, the termination of the Registry Agreement pursuant to Section 4.3(e) of the Registry Agreement) following a determination by any PICDRP panel and to be bound by any such determination.

dotStrategy, Co. - applicant for the New Top Level Domains .buzz and .fun - is committed to the ongoing protection of the legal rights of consumers in relation to ICANN's new gTLD program. dotStrategy supports policies established by ICANN regarding consumer rights protection and supports measures that will effectively and efficiently address abusive registrations and provide reasonable and balanced mechanisms to protect consumers, intellectual property holders, trademarks and brand name owners from the potential effects of abusive second level domain name registrations.

dotStrategy recognizes the New gTLD program includes significant protections beyond those that were mandatory for a number of the current TLDs, and agrees with the Government Advisory Committee (GAC) regarding obligatory New TLD application statements.

dotStrategy -through this Public Interest Commitment Specification (PIC) – desires to emphasize the applicant’s commitment to statements made in the .buzz TLD application. Specifically, confirming the statements made in the following:

Question 28; to confirm dotStrategy’s commitment to contracting with it’s backend registry support provider to employ use of a malicious content monitoring service and,

Question 29; to confirm dotStrategy’s commitment to the protection of intellectual property rights and to implementation of mandatory rights protection mechanisms contained in the ICANN Applicant Guidebook and detailed in the Registry Agreement. This includes the Trademark Clearinghouse, Sunrise and Trademark Claims processes, Implementation of the Uniform Dispute Resolution Policy, Uniform Rapid Suspension and Implementation of a Thick WHOIS.

Per the Affirmation of Commitments by the US Department of Commerce and ICANN, Section 9.3 available at:

<http://www.icann.org/en/about/agreements/aoc/affirmation-of-commitments-30sep09-en.pdf>

ICANN ensures the various issues that are involved including competition, consumer protection, security, stability and resiliency, malicious abuse issues, sovereignty concerns, and rights protection will be adequately addressed prior to implementation.

As all the Internet community continues working toward final resolution and successful New TLD launch, dotStrategy -through this PIC Specification submission - desires to emphasize and make clear it’s intentions as a 'good actor', it’s commitment to responsible self governance and reconfirm it's commitment to these policy measures as established and described in the final Registry Agreement contract.

dotStrategy appreciates the opportunity to provide this PIC Specification.