Name Tasting and Class II Names

Presented by

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Today’s Topics

• Definitions
• What are the perceived side-effects of the “tasting” practice? Are these side-effects problematic?
• If there are problems, what are possible solutions?
Add-delete, Tasting defined

- “Add-delete” is registering a name with a subsequent deletion of the name during the 5-day registration grace period.
- “Name Tasting” is add-delete but with the delete decision based on whether or not the traffic level on the name during the grace period surpasses a threshold.
- In practice, “new names” (names which had NOT been unavailable immediately prior to registration) and “dropped names” (names which had been unavailable immediately prior to registration) are both subject to tasting.
  - New add-delete activity is approx 2 million names per day
  - Drop add-delete activity is approx 20 thousand names per day
- “Keep rate” is the percentage of names which exit the 5-day grace period out of the batch of names tasted.
Name-tasting attempts to find the torso names with which to monetize with PPC, the triangle above the torso being the share to the PPC ad-network and registrant, the rectangle being the registry share.
Side effects: problem or not?

- User confusion
- Registry load
- Trademarks
Confusion due to unavailable names

• Large quantities of names become unavailable for 5-day periods. The name is available one minute then unavailable the next, then available again a few days later.

• It is possible for tasters to obtain the names which are being checked at registrar’s websites (data can be collected via 3rd party browser tool bars, for example); the tasting of those names causes particularly extreme confusion among users.

• Millions of names may be tasted on any particular day. Most of these names are temporarily (for 5 days) unavailable for registration, the kept names are permanently (for a year) unavailable. Users cannot get the name they want because it is being tasted.
Registry Load

- Millions of names are being added and deleted daily.
  - Drop-catching: approx 20,000 names per day, but 100s/1,000s of unsuccessful add commands for each successful one. Unsuccessful add commands are not stored at the registry.
  - Name-tasting: approx 2 million names per day, but nearly every add command is successful and these are “write” commands which are stored at the registry.
Trademarks

- The .com zone-file (not the zone published via DNS, the actual file which is published via FTP) is not updated in near real time (its a 12-hour interval for .com), causing a delay as to when TM holders can know if a possibly infringing tasted or non-tasted name is activated.
- Mark watching services do not typically report the names exiting the grace period, only those entering the zone.
- In order for trademark holders to obtain the possibly infringing tasted name, they must contact the registrant (which whois information may be out-of-compliance delayed) and may obtain the name solely via court order, UDRP, or with permission of the registrant.
## Name Parameters (.com)

### Other tools in the toolbox

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Current Setting</th>
<th>Illustrative Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add grace period</td>
<td>5-days</td>
<td>0-days, 30 days</td>
</tr>
<tr>
<td>Time period before name appears in zone</td>
<td>10 minutes</td>
<td>24 hours, 5 days</td>
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<tr>
<td>ICANN fee timing and amount</td>
<td>$0.25 at exit of grace period</td>
<td>$0.05 at registration, $0.20 at exit of GP</td>
</tr>
<tr>
<td>Registry deletion fee</td>
<td>$0.00</td>
<td>$0.05</td>
</tr>
<tr>
<td>Availability during registration</td>
<td>Not available</td>
<td>Available</td>
</tr>
</tbody>
</table>
“Class II” names

• A new type of name (so that there would be two types of .com names, for example) with different parameter settings can greatly mitigate many of the side effects of tasting
  - Specifically, **Availability** is important.

• Other advantages, unrelated to mitigating tasting side effects, may derive from a new type of name.
Conclusion: Availability

- Users are not confused: their name is available
- Less load on registry due to less tasting churn
- TM holders have another tool besides UDRP, legal means, “negotiations” with registrant: simple Class I registration
Questions?

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