Internationalized Domain Names

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Agenda

• History & Current Status
• IDN.IDN vs. IDN.ASCII
• Authority
• Legal issues & TM owners concerns
• Q & A
History

- No Commercial Interest in IDNS & Technically impossible before 1998
- No Demand and No Standard before 1999
- 1999 overwhelming response and demand, resulting in IETF IDN WG & 2003 standard (RFC)
- No specialized organization, but 2000 MINC was established
- No Language Support, but 2000/1 CDNC, INFITT, JDNA, language working groups of MINC
- No Authority, but 2001 ICANN IDN Committee
Current Status

- IDN Technologies are now available
- IDN Service providers are available
- IETF has established IDN standards (2003)
- Processes available for different languages – MINC, INFITT, JDNA, CDNC…
- Increase in new businesses, opportunities and services in keywords and above-DNS services
IDN.IDN vs. IDN.ASCII

- Multilingual SLD
  - اجيب.com.
  - ايكان.org.

- Multilingual TLD
  - اجيب.شركة
  - ايكان.منظمة
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<th>Country/Economy</th>
<th>Example</th>
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Legal Challenges

- Spoofing & Phishing
- Cyber Squatting
- Protection of Famous Trademarks
- Translation and transliterations
- Dispute Resolution Procedures (UDRP)
- First to File vs. Sunrise Clause
First-to-File vs. Sunrise

- Sunrise for multilingual DN is extremely difficult if not impossible:
  - World wide nature of IDNs (no single searchable database)
  - If a DB exist: difficult for a single registrar to manage foreign characters
  - Sunrise will complicate the registration, TM owners will be faced with a sunrise for each trademarked gTLD, especially in significant languages, like Chinese & Arabic
First-to-File vs. Sunrise (2)

- If TM owners does not support this, cybersquatters will lose interest
- Sunrise worked in some ASCII gTLDs (like .us), in general on a cost/benefit analysis, TM owners will reconsider sunrise period in future roll-outs
- Conclusion: Focus more on continued access to real-time bulk Whois and preserve dispute resolutions policies
IDN & IP protection

- Multilingual TMs are protected now in one of two ways: Transliteration or translation according to the country
- International laws are capable of providing protection for multilingual TMs, in particular the international treaties like, the Paris convention, TRIPS, Trade Mark law treaty and the Madrid Protocol
- Will this be used to the Domain Names?
Reserved Names & IDN

- Several Categories of DNs have been reserved in each gTLDs, such as the following which is not registerable by the public:
  - ICANN-Reserved names
  - Registry operators reserved names
  - Registrar reserved names
  - Reserved country names
- IDN Reserved Names?!
The INTA DNS subcommittee did not suggest amending the existing policy, instead choosing to rely on experts with knowledge of the relevant languages.
Thank you
Q & A

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