

# nameshop

Dear Chairman Botterman ICANN Board Members and Mr Marby,

This is in follow up to the Nameshop email communication addressed to the Chair of the ICANN Board and the CEO on [June 24, 2020](#) during ICANN Malaysia with a request to delegate the TLD - .Internet.

Nameshop trusts that the ICANN Board and Executive are already acting upon the pending application, and are discussing the specific proposal to operate .Internet as a clean space TLD, working closely with ICANN and the ICANN community. We wish to reiterate the proposed utility of .Internet in being of help to governments and civil society and effectively bringing together global and local communities to coordinate on solutions to the complex issues arising from this situation of a prolonged pandemic. Nameshop further believes that the DNS Community would especially find value in bringing together communities on the .Internet space to collaborate and generate transformative solutions for post-pandemic global renewal.

We request you to consider and act upon this expeditiously to delegate .Internet during ICANN69.

Thank you

Sivasubramanian Muthusamy  
Proprietor

October 9, 2020  
Erode, India  
Sent by email.

Whitefield,  
389/1 Perundurai Road  
Erode 638 011, Tamilnadu, India  
[6.Internet@gmail.com](mailto:6.Internet@gmail.com)

# nameshop

A brief summary of the Nameshop communication to ICANN, for some more clarity:

Nameshop, from India, as a 2012 new gTLD applicant has its application for .Internet in process. The timeline of its application, its background, nuances and the commitments that accompanied are in perspective from the documents transparent from [ICANN correspondence](#). Against this background, Nameshop wrote to ICANN in June 2020, further expanding on its commitments in view of the pandemic, with an offer to operate .Internet as a clean new space for good, for benevolent collaboration to heal the pandemic and renew.

During this prolonged time of an almost global lock down, **the Domain Name System (DNS) is what enables every form of interaction** between people, organizations and governments. Both to manage the crisis and to recover and renew post-crisis, uplifted collaboration is essential.

For the length of the pandemic, Nameshop would operate the TLD with a request for heightened involvement of ICANN and the ICANN Community to be of help to Governments and global Communities involve, increase their efforts to manage the crisis and the ensuing recovery and renewal by optimizing the use of the DNS technologies.

For the length of the pandemic, Nameshop proposes to operate **.Internet** almost as if the TLD is co-owned by ICANN, as a pandemic resource space.

To IGOs, NGOs, Business establishments and Civil Society actors, .Internet would not only offer domain names, but also would bring together, where desired, pro bono services by reaching out to large organizations with a willingness to make computing resources (Hosting space, Storage, Software etc) to help swiftly build up the domain space as a functional and effective space for crisis management and help cause transformation and renewal.

## **What could a clean new gTLD space offer at this point of time ?**

On its own, hardly anything other than a few domain names, some without a fee. This would be insignificant. But the essence of the proposal is to open up the space for members of the ICANN

Community to bring together global communities to work on innovative solutions in a manner that has not been done before in the DNS space in a globally coordinated manner.

The ICANN Community is made up of people who are passionate about the Internet, with a profound sense of commitment to global public interest that is largely unseen. ***It is a network that can reach out to layers upon layers of expertise and goodness***, through the Internet Community, Governments and business leaders to bring together global communities to generate creative solutions to:

- Generate creative solutions to address crisis management in the health sphere, emergency supplies and governance.
- Address pandemic related issues specifically related to the global Internet (for e.g., how the DNS space is used and abused).
- Be of help to Governments in addressing commercial needs and in some cases commercial excesses during the pandemic in the online space.
- To bring together some of the most brilliant minds from around the world, including from think tanks, governments, business organizations and civil society to think of solutions to seemingly impossible problems such as increased poverty and resultant hunger, excessive unemployment, seemingly unmanageable monetary needs arising out of the overall situation where people and businesses need concessions and grants, and place inspired proposals before Governments and the Agencies and work with them to turn this difficult crisis into a rare opportunity to smoothly cause an all round renewal. This the DNS Community is capable of causing.

There are bits and pieces of such solutions loosely discussed by many in diverse platforms: a new economic thinking that goes beyond traditional monetary economics; humanitarian solutions to the migrant/refugee crisis in a manner that resolves a few other problems in the process; solutions to gaps in education in a manner that many other social issues are addressed, etc.

This is a tall order, still conservative as summarized, but if it arises from the ICANN multistakeholder community with harmonious support from the Governments and the Agencies, the Community could indeed cause a huge leap across the dreaded recovery phase onto a phase of renewal and overall upliftment.

This is the essence of [the proposal placed before the Board](#).

*In the process of pandemic-centric Registry operations, during this short term phase, with advice and some help from the ICANN Community, Nameshop would establish a sustainable Registry framework with aspirations to help the ICANN Community resolve some of the accumulated concerns of ICANN in matters concerning DNS, including Whois and other Data concerns, perhaps even matters related to content, which Nameshop as a Registry could go into unconstrained by mission limits that are typical of global organizations such as ICANN.*

*In particular, Nameshop intends to seek technical help in creating a proactive anti-abuse framework for the Registry which, if swiftly co-developed with the expertise of SSAC and other bodies, could become a model for Registries to emulate, if it pleases them, and may result in considerable reductions in their expenditures in upgrading the existing Registry framework to accommodate abuse concerns.*

*This phase of pandemic focused Registry operation will transition to generic Registry operations with a business focus post crisis, with the overall commitment guiding the business principles.*

*In the long term, as a New gTLD, .Internet will be positioned as a generic TLD of global appeal as a TLD of global trust, apart from offering a solution for IDN Registrants to connect their IDN webspaces across the Internet.*

The ICANN Board follows the conventions of basing its decisions in the best interests of the public, the community and the DNS. .Internet represents true value to the DNS and to the Internet in general. This is a new purposeful Top Level Domain – one that is rooted in Global Public Interest that would serve the DNS well. The delegation of .Internet is rooted in global public interest.

Sivasubramanian M  
Proprietor  
Nameshop.