

1. .MAX is an abbreviation for "maximum," representing the highest level, greatest amount, or peak of something — the universal indicator of the highest standard and premium quality.

While registrations would be open without restriction, the .MAX namespace is expected to attract organizations and individuals offering or representing premium, high-quality products and services. These include luxury brands and high-end service providers; technology companies offering premium tier versions of their products; premium event organizers; and personal branding for athletes, executives, and thought leaders.

Related activities already carried out (or planned for launch) include: registry service provider evaluations, technical readiness for DNS stability and DNSSEC, IDN support, and ensuring providers meet benchmarks for resolution stability and query response time. Required rights protection mechanisms will include the Trademark Clearinghouse, Uniform Domain-Name Dispute-Resolution Policy (UDRP), and Uniform Rapid Suspension (URS).

Having served a decade as Registry Operator for the .CAM gTLD, we have gathered extensive experience in registry operations, registrar communication, user awareness campaigns, and TLD promotion. We will leverage this expertise to make .MAX a success. It is a priority to offer best practice operations, best-in-class technical infrastructure, and full compliance with Registry Operator policy. All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards. To further protect registrants and internet users, we work alongside trusted DNS services like CleanDNS for spam handling, registry-lock services, and rapid takedown mechanisms to respond to malicious use.

Communication with Registrars will commence as soon as possible to raise awareness, and ensure an effective launch of the .MAX TLD. Registration would be open on a first-come, first-served basis following extensive Sunrise and Landrush periods giving existing intellectual property rights owners the opportunity to secure and protect their names ahead of the general public. Followed by the outreach to luxury brand networks and premium product industry associations for the development of a .MAX usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .MAX is to provide a short, powerful namespace connoting maximum quality, premium status, and the highest standard. The universal use of "Max" as a premium tier indicator across software, automotive, hospitality, and consumer goods underscores the need for a dedicated namespace for maximum quality.

This purpose is sustainable because the concept of premium positioning is universal across industries, and brands continuously segment with maximum-value tiers. Real-world examples such as max-branded mobile data plans, flagship automobile trims, and premium streaming subscriptions demonstrate ongoing demand for a namespace that signals the highest standard.