

1. .ZEN represents meditation, simplicity, inner peace, mindfulness, and tranquility — rooted in Zen Buddhism but adopted globally as a universal concept for calm, presence, and intentional living.

While registrations would be open without restriction, the .ZEN namespace is expected to attract teachers, practitioners, and brands in the mindfulness, meditation, and intentional living space. These include meditation teachers and studios; mindfulness and wellness apps; yoga studios and retreat centers; mental health professionals; and minimalist lifestyle content creators.

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 .ZEN 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 .ZEN 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 wellness and mindfulness industry associations for the development of a .ZEN usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .ZEN is to provide a peaceful namespace for mindfulness, meditation, simplicity, and intentional living — a tranquil space in a chaotic internet. The global mental wellness movement and the search for inner peace as a response to modern stress and burnout underscores the need for a namespace dedicated to calm and presence.

This purpose is sustainable because the demand for mindfulness, wellness, and simplicity is a fundamental human drive that persists across economic cycles. The widespread adoption of Zen-inspired design in consumer technology — from Apple's minimalist hardware philosophy to the 'Zen mode' focus features on millions of smartphones — shows that Zen principles already

shape how people interact with their digital lives, supporting a dedicated namespace for peace and intention.