

1. .ONLY represents exclusivity, uniqueness, singularity, and focused dedication — conveying being the sole provider, the one-of-a-kind option, or the definitive choice in a particular domain.

While registrations would be open without restriction, the .ONLY namespace is expected to attract brands and creators signaling exclusivity, singularity, and focused dedication. These include luxury and premium brands positioning as the exclusive choice; fan sites and tribute pages dedicated to a single artist or franchise; niche specialists and boutique service providers; and limited edition product launches.

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 .ONLY 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 .ONLY 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 marketers and niche industry associations for the development of a .ONLY usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .ONLY is to provide a distinctive namespace connoting exclusivity, singularity, and focused dedication. The rise of limited-edition drops, exclusive membership models, and niche authority positioning across luxury, arts, and services underscores the need for a namespace dedicated to being the definitive choice.

This purpose is sustainable because exclusivity is a timeless marketing strategy across industries. Real-world examples such as one-of-one commissioned artworks, invitation-only luxury clientele, dedicated boutique concierge services, and specialty shops that offer a single curated item demonstrate sustained demand for branding that signals uniqueness and

singularity. As markets become more crowded, the ability to command narrower attention toward a specific demand only grows more valued over time.