

1. .ORDER represents the act of purchasing goods, food, or services online — the universal call-to-action for commerce that tells users to take action.

While registrations would be open without restriction, the .ORDER namespace is expected to attract businesses offering a direct online ordering or booking channel for their products or services. These include restaurants, cafes, and bars with online ordering; retail stores and e-commerce platforms; food delivery and meal kit services; and service businesses accepting bookings and orders.

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 .ORDER 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 .ORDER 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 e-commerce and restaurant industry associations for the development of a .ORDER usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .ORDER is to provide a dedicated namespace for the act of ordering goods, food, and services online — a direct, action-oriented namespace for commerce. The permanent behavioral shift to online ordering across every commerce sector underscores the need for a namespace dedicated to the universal call-to-action for purchasing.

This purpose is sustainable because online ordering is now a permanent consumer behavior across food, retail, and services. Real-world platforms such as Uber Eats, DoorDash, Amazon,

and Shopify demonstrate sustained demand for ordering infrastructure, supporting a dedicated namespace for the ordering action across all commerce sectors.