

1. .OFFICIAL will be a premium dedicated destination where entities present themselves as “the” source of their products, services, and content. Registration is open and self-declared; enforcement of the “the” designation occurs through the rights protection mechanisms described below.

While registrations would be open without restriction, the .OFFICIAL namespace is expected to attract registrants seeking to establish a clear, stable home for their name and brand. These include brand owners, corporations, and trademark holders; educational institutions; nonprofit organizations; professional associations; sports teams, leagues, and fan clubs; media outlets and news organizations.

Registering a name in .OFFICIAL does not constitute legal, official, or governmental status, and registrants are solely responsible for the accuracy of their content. The registry operator is not a verification authority and does not arbitrate disputes between registrants and third parties; such disputes are resolved through the applicable dispute-resolution procedures (UDRP/URS) or applicable law.

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 resolution-stability and response-time benchmarks. 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 .OFFICIAL 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, data protection, and other law, and registrants would be responsible for ensuring their use is lawful. 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. Our registry will implement the safeguards required by ICANN, including those specified in the Registry Agreement and any additional measures ICANN directs for the .OFFICIAL gTLD namespace.

Communication with registrars will commence as soon as possible to raise awareness and ensure an effective launch of the .OFFICIAL TLD. Registration would be open on a first-come, first-served basis after a prolonged 90-day Sunrise period followed by a Landrush period, giving intellectual property owners an opportunity to secure their names ahead of the general public. Outreach to brand protection networks and trademark holder communities will follow to support early adoption of .OFFICIAL. Attendance and participation at ICANN meetings and other relevant events are planned.

2. Registrants secure their own name — products, services, and content — in a namespace where self-declared identity is the point. Where multiple parties share a name, the rights protection mechanisms described above govern competing claims. Organizations already invest in defensive registrations and trademark monitoring across existing TLDs; .OFFICIAL provides a dedicated space for such registrations, inherently why the purpose of .OFFICIAL would be sustainable over time.