

1. MAKE is the verb form of tangible creation, meaning to form something by putting parts together, shaping materials, or combining ingredients — encompassing building, crafting, fabricating, manufacturing, and assembling.

Intended registrants respectively users would include makerspaces, fab labs, and workshops; 3D printing and fabrication services; crafters, woodworkers, metalworkers, and artisans; and small-scale manufacturers and product designers. General registration would be open on a first-come, first-served basis.

Related activities that have been carried out, or will be carried out will in time of launching the .MAKE TLD, include registry-provider selection and technical readiness testing for DNS stability, DNSSEC, and IDN support.

During the first 10 years as Registry Operator for the .CAM TLD, extensive and valuable experience has been gathered related to Registry operations, Registrar communication and management, as well as running campaigns to raise user awareness, and incentivizing promotion of the TLD. These competencies will be used to make .MAKE a success.

Further activities that will be carried out include making sure the registry services provider would meet benchmarks for DNSSEC, resolution stability, and query response time. Required rights protection mechanisms would include the Trademark Clearinghouse, Uniform Domain Name Dispute Resolution Policy (UDRP) and Uniform Rapid Suspension (URS). Then the outreach to maker communities and manufacturing industry networks for the development of a .MAKE usage.

It is a priority to offer best-practice operations, best-in-class technical infrastructure, as well as always being compliant with Registry Operator policy. Protection of registrants and internet users would be given further priority through CleanDNS for spam handling, registry-lock services, DNSSEC, and rapid takedown during malicious use.

Communication with Registrars will commence as soon as possible to raise awareness, and ensure an effective launch of the .MAKE TLD. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .MAKE is to provide a dedicated namespace for the global maker movement, manufacturing sector, and hands-on creation. The decline in cost of fabrication tools and the growth of on-demand manufacturing platforms underscores the need for a namespace dedicated to making and building.

This purpose is sustainable because making spans physical goods, digital fabrication, and education — a permanent human activity. The widespread adoption of platforms such as Shapeways, Instructables, Maker Faire, and Etsy demonstrates ongoing demand for maker communities, fabrication services, and hands-on creation.

All registry operations would comply with applicable privacy and data protection laws, and registrants would be required to adhere to lawful use standards.