

1.PROJECT represents a structured endeavor with a defined scope, goal, timeline, and deliverables — encompassing research, engineering, creative collaborations, open-source initiatives, and business transformation.

While registrations would be open without restriction, the .PROJECT namespace is expected to attract teams and organizations managing structured initiatives with defined scope, goals, and deliverables. These include software development teams and open-source projects; architecture and engineering project sites; academic research projects and grant-funded initiatives; and creative collaborations and event planning.

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 .PROJECT 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 .PROJECT 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 project management and open-source communities for the development of a .PROJECT usage. Attendance and participation at ICANN Meetings, and other relevant events, is planned.

2. The purpose of .PROJECT is to provide a dedicated namespace for structured initiatives, collaboration, and delivery across all disciplines. The global shift toward project-based work organization and the proliferation of open-source communities underscores the need for a namespace dedicated to endeavors with defined scope and goals.

This purpose is sustainable because project-based work continues to replace permanent departmental structures across industries. Real-world platforms such as GitHub, GitLab, Notion,

Asana, and Kickstarter demonstrate sustained demand for project organization and collaboration spaces, supporting a dedicated namespace for structured initiatives. Projects are by nature works in progress: they rarely have a definitive end, and over time they are expected to expand, evolve, and spin off new work — making a persistent, dedicated namespace all the more valuable.