

<b>.ASIA Registry Request For Proposal (RFP)</b>	
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<b>Title:</b>	<b>Request For Proposal (RFP): .ASIA Sunrise Verification Agent</b>
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<b>Prepared by:</b>	DotAsia Organisation
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<b>Executive Summary</b>
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The DotAsia Organisation invites response to our Request For Proposal for Verification Agent(s) to process and verify applications received during the .ASIA Sunrise. A Verification Agent is generally tasked to make a decision on whether an application for a domain has met the requirements based on the .ASIA Sunrise policies. This decision will be made based on information obtained digitally from the application, as well as other forms of documents and clarifications sought from the applicant. In general, the Verification Agent makes a decision on whether to accept or decline an application based on the claimed right held by and presented by the applicant.

DotAsia expects to work closely with a Verification Agent throughout the process to also provide reasonable support to registrars and registrants participating in the .ASIA Sunrise process. These include informational presentations and sessions for the industry and the community.

For the financial fee structure with the verification agent, a per-application (verified) based approach is envisioned.

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<b>General Proposal Requirements</b>
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## 1 Brief Introduction of the .ASIA Registry

### 1.1 The DotAsia Organisation

DotAsia Organisation Limited is a not-for-profit, membership-based organisation incorporated in Hong Kong. In March of 2004, the DotAsia Organisation submitted a proposal to the Internet

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Corporate for Assigned Names and Numbers (ICANN) to operate the .ASIA sponsored Top-Level Domain as a regional domain for Asia, the fastest growing region in the world. The concept of this TLD follows the successful launch of the .EU domain in Europe, which registered more than 1 million domains (and subsequently has grown to over 2 million domains within the first year). The .Asia TLD is expected to launch Sunrise periods for trademark holders in fall of 2007 and Landrush in spring 2008. Registrations will be available on the second level (e.g.: domain.asia) and will be sold through ICANN accredited domain name registrars.

The membership of the DotAsia Organization is divided into 2 main categories: Sponsor Members and Co-Sponsor Members. Sponsor Member is open to all country code Top-Level-Domain (ccTLD) registries in the Asia / Australia / Pacific region as defined by ICANN: <http://www.icann.org/montreal/geo-regions-topic.htm>. Co-Sponsor Member is open to regional Internet / Telecom / Community groups. DotAsia currently has 20 Sponsor Members and 3 Co-Sponsor Members (see: <http://www.dotasia.org/about/members.html>)

As a not-for-profit organisation, an important part of the mandate of DotAsia is to re-invest surplus proceeds into socio-technological advancement initiatives relevant to the Asia Internet community. For additional background on the organization please see <http://www.dotasia.org> (especially: <http://www.dotasia.org/about/faq.html>).

## 1.2 The .ASIA Startup Process

The .ASIA Sunrise policies are intended to provide an equitable, orderly, transparent and logical process for the launching of the .ASIA Registry, which takes into consideration the prior rights of stakeholders in the community. The policies have been designed with the provision of a reasonable due process for legitimate prior rights owners and a balanced deterrence for abusive registrations. The Sunrise process is generally separated into 3 main phases: Sunrise 1 provides priority for governments in the community to reserve and register domains; Sunrise 2 provides opportunity for Registered Mark owners to protect their names; and Sunrise 3 allows registered companies to register their entity names. This is followed by Landrush and finally live registrations upon Go Live.

During Sunrise 2 (SR2), applications must be supported by a Registered Mark that corresponds with the Domain Name Applied For. A Verification Agent will assess the conformance of an application to the Sunrise Policies based on the information submitted. A Verification Agent may further request for documentary evidence from the Applicant, as well as make amendments to an application with the confirmation from the Applicant to support the assessment of an application.

More details on the Sunrise Policies, including the general responsibilities of a Verification Agent, are posted at: <http://policies.dotasia.org/draft/DotAsia-Sunrise-Policies--CANDIDATE.pdf>. Besides the policies during the Sunrise, an Applicant must also meet the Charter Eligibility Requirement. In short, to be eligible for a .ASIA domain, at least one of the Domain Contacts associated with the Domain Name (Registrant Contact, Admin Contact, Billing Contact or Technical Contact) must be a legal entity in the DotAsia Community. For more details on the Charter Eligibility Requirements, please refer to: <http://policies.dotasia.org/draft/DotAsia-Charter-Eligibility--CANDIDATE.pdf>. Verification Agents are expected to review the Charter Eligibility Declaration. Details of the process will be provided in due course.

## 1.3 .ASIA Registry Technology Support

The DotAsia Organisation has chosen Afiliac Global Registry Services to be the backend registry technology provider. Afiliac will be implementing a comprehensive EPP (Extensible Provisioning

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Protocol) compliant SRS (Shared Registry System) for the .ASIA Registry. Afilias will also be developing a Web-based Verification Tool for interacting with Verification Agent(s).

The Verification Tool will allow Verification Agent(s) to:

- Logon to a web-based system securely
- View applications / reconsiderations
  - New applications (not taken by any Verification Agent)
  - Taken applications (applications already taken by the Verification Agent)
  - Responses by applicants (documentary evidences received, correspondence, etc.)
  - History of actions taken on an application
  - Detailed information of an application
  - Search all applications for same Registrant / Registrar / nameserver, etc.
- Take an application / reconsideration for review
- Act on an application / reconsideration
  - Accept / Decline an application / reconsideration (and provide reason)
  - Send notification / request for clarifications / documentary evidence
  - Make amendment (of contact / IPR Declaration info) to an application

## 2 Verification Agent Requirements

Besides the requirements described in this section, please also provide information, if available, on your experience in dealing with domain names, trademark verification, as well as related arbitration or adjudication roles. The DotAsia Organisation looks to having a close relationship with our Verification Agent(s) to allow for an expedient, accurate and robust verification process for all .ASIA Sunrise applications.

### 2.1 Professional Qualifications

Please specify the professional qualifications you, your team or your firm have that are relevant to being a Verification Agent for the .ASIA Sunrise.

### 2.2 Administrative Capacity and Scalability

Please describe the type of capacity (including administrative and professional) that you, your team or your firm have in terms of acting as a Verification Agent. Please indicate whether you believe your team will be able to manage all Sunrise applications received for the .ASIA launch.

DotAsia is potentially looking for multiple Verification Agents, it is therefore not necessary that your proposal suggest that you or your team be managing all Sunrise applications. If there is no scaling capacity currently or if you do not intend to be the sole Verification Agent, please indicate your general capacity.

### 2.3 Coordination Framework

Please describe how you envision working with the .ASIA Registry as a Verification Agent. More specifically, please indicate whether you intend to work strictly as a Verification Agent based on the platform provided by the .ASIA Registry, or you will look to proactively work with registrars and registrants to explain to them the .ASIA Sunrise Policies as well as to facilitate the verification process. If you are looking to contribute proactively in the process, please also

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describe the activities you intend to do and how that would work alongside the .ASIA Startup process.

## 2.4 Technology and Integration with .ASIA SRS

Please explain if you will have a technical platform at your firm for managing the verification of applications. If so, please describe what types of integration will be required to make best use of the platform. For example, should a set of data including authorization codes be passed, please indicate the data that is expected to be communicated from and to the .ASIA SRS.

A verification platform is not required and Verification Agents may use the verification tool provided by the .ASIA Registry to perform the verification functions.

## 2.5 Security, Confidentiality, Integrity and Indemnity

Please describe the measures you, your team or your firm will be taking to ensure that information processed are managed in a secure environment (data wise as well as physical wise), kept confidential, upholds privacy requirements and that the integrity of applications and communications will be maintained.

Note that Verification Agents must indemnify the .ASIA Registry against decisions made on accepting or declining an application. The indemnifications will be further described in the Verification Agent Contract. Nevertheless, please indicate the types of indemnifications you are willing to offer acting as a Verification Agent.

## 3 Finalization of .ASIA Sunrise Policies

Please review the draft policies posted at:

- <http://www.dotasia.org/draft/DotAsia-Sunrise-Policies-CANDIDATE.pdf>
- <http://www.dotasia.org/draft/DotAsia-Charter-Eligibility--CANDIDATE.pdf>

The policies have been developed over many publicly posted drafts incorporating improvements and addressing concerns raised from the community, the industry and experts. Please provide your comments and suggestions for the policies, especially on areas for enabling an effective and accurate verification of claimed rights.

Most importantly, please indicate any area where additional policies may be required to assist in the verification process.

## 4 Other Areas of Support, Expertise and Service

Besides the verification of applications, DotAsia will look to the Verification Agent to provide additional areas of support, expertise and service. These include the provision of support to all participating registrars, as well as direct or indirect support to applicants. The Verification Agent is also expected to participate in events to be held by DotAsia to explain to registrars and registrants the Sunrise and Verification processes.

Furthermore, the Verification Agent is expected to provide assistance and consultation on the development of:

- Verification Tool

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- Policies and guidelines to be followed by Verification Agents (if more than one provider is selected)
- Manuals and guidelines for registrars
- Terms and conditions for Sunrise reconsiderations, challenges, etc.
- Terms and conditions for Auctions (especially for Sunrise applications)

This RFP does not purport to be comprehensive about all the services and features that will be required to operate and manage a smooth process for the .ASIA Sunrise Verifications. DotAsia will look to the expertise from the Verification Agent for a more comprehensive implementation and operations plan.

Please provide additional features and services you will be providing as our Verification Agent.

## 5 Financial Structure of Proposal

Please include in your proposal a detailed service fee structure.

In general, DotAsia envisions a simple per-application verified model. It is understood that different applications may require different efforts and time for verification, however, there is anticipation for a significant amount of applications which could also create economy of scale and even out time investments for applications.

Furthermore, DotAsia believes that the relationships (with registrars, registrants and trademark owners) that a provider will be able to build over the process of the .ASIA Sunrise will be beneficial and valuable to the provider in the future as well. The experience with the .ASIA Sunrise will also help the provider become an agent for future gTLD launches. ICANN is already contemplating the opening up of the Top-Level Domain namespace.

Conceptually, we would like for the verification fee to be reasonably competitive to encourage more participation by trademark holders during the Sunrise.

## 6 Conflict of Interest and Other Declarations

Please indicate whether your company or related parent, subsidiary or affiliate:

- Operate a domain registrar (please specify whether it is ICANN accredited, ccTLD or other);
- Is currently providing similar services (as a Verification Agent) to other domain registries;
- Any other activity that may be viewed as potentially being a conflict of interest
- Has any ownership affiliations with companies that provide the above services

Please also indicate how you propose to act to mitigate the concerns and whether you have any prior experience to demonstrate your ability to operate under a conflict.

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**Submission, Timetable and Contact**

Proposals should be submitted via Email, in MS Word (or compatible) format and should not exceed 15 pages (A4). Credentials, exhibits, alternative proposals (with the generally described conceptual framework for the verification process) and firm marketing material can be submitted separately by mail or by email without file or length limit. Please contact us ahead of time however should you wish to send large files to us.

<b>Submission Email Address:</b>	rfp-submission@dotasia.org
<b>Submission Mail Address:</b>	Unit 617, Miramar Tower, 132 Nathan Road, Tsim Sha Tsui, Hong Kong
<b>RFP Issued:</b>	Monday, May 21, 2007
<b>Submissions Deadline:</b>	Friday, June 15, 2007 (Hong Kong Time)
<b>Presentations / Clarifications (if required):</b>	June 18-22, 2007
<b>Decision:</b>	June 29, 2007

Please do not hesitate to contact us with regards to clarifications or any other inquiry:

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