Name Tasting and Class II Names

Presented by

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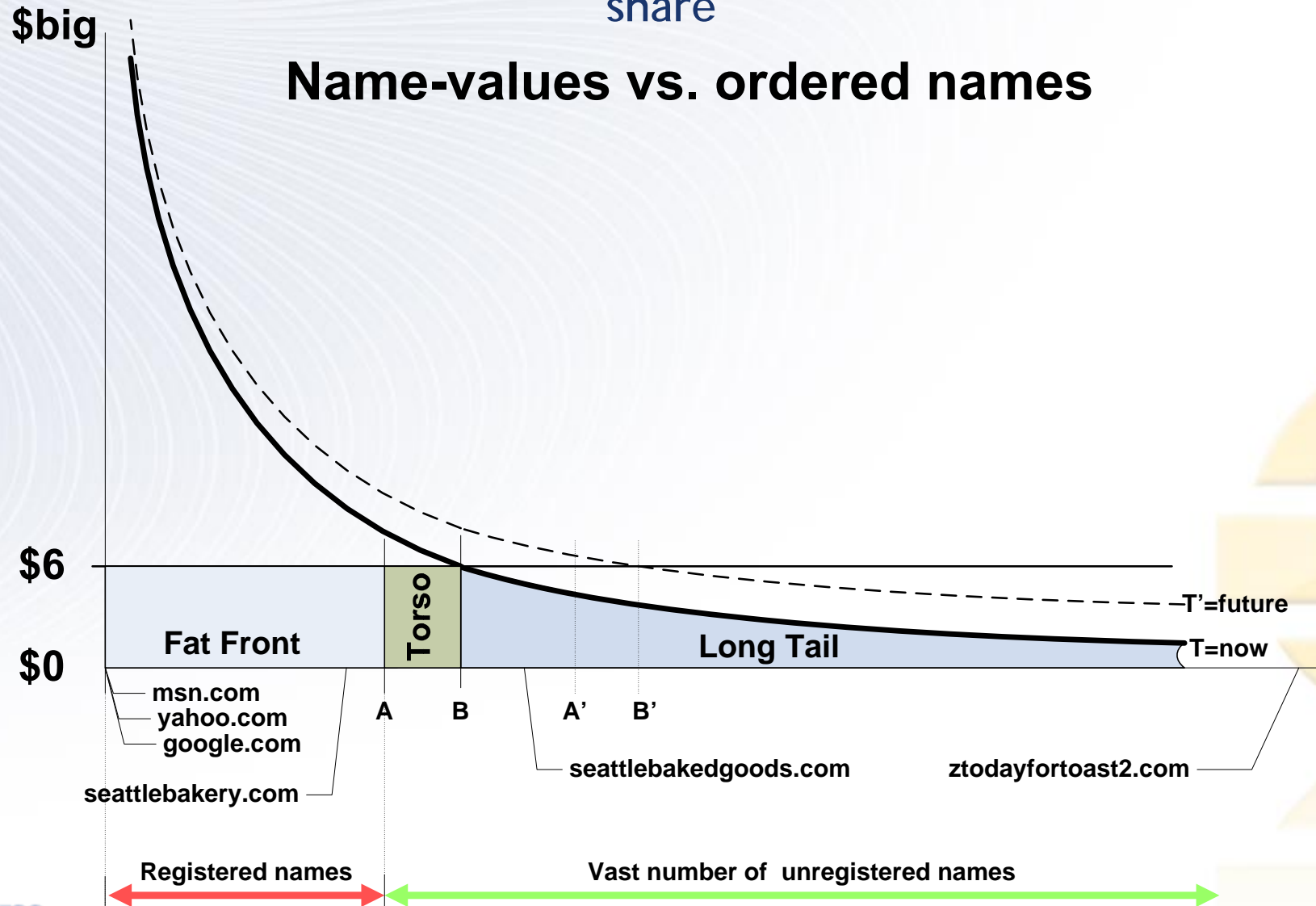
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Today's Topics

- Definitions
- What are the perceived side-effects of the "tasting" practice? Are these side-effects problematic?
- If there are problems, what are possible solutions?

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Add-delete, Tasting defined

- "Add-delete" is registering a name with a subsequent deletion of the name during the 5-day registration grace period.
- "Name Tasting" is add-delete but with the delete decision based on whether or not the traffic level on the name during the grace period surpasses a threshold.
- In practice, "new names" (names which had NOT been unavailable immediately prior to registration) and "dropped names" (names which had been unavailable immediately prior to registration) are both subject to tasting.
  - New add-delete activity is approx 2 million names per day
  - Drop add-delete activity is approx 20 thousand names per day
- "Keep rate" is the percentage of names which exit the 5-day grace period out of the batch of names tasted.

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Name-tasting attempts to find the torso names with which to monetize with PPC, the triangle above the torso being the share to the PPC ad-network and registrant, the rectangle being the registry share

$big

Name-values vs. ordered names

$6

$0

Torso

Fat Front

Long Tail

T'=future

T=now

msn.com
yahoo.com
google.com

A   B

A'   B'

seattlebakery.com

seattlebakedgoods.com

ztodayfortoast2.com

Registered names

Vast number of unregistered names

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Side effects: problem or not?

- User confusion
- Registry load
- Trademarks

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Confusion
due to unavailable names

- Large quantities of names become unavailable for 5-day periods. The name is available one minute then unavailable the next, then available again a few days later.
- It is possible for tasters to obtain the names which are being checked at registrar's websites (data can be collected via 3rd party browser tool bars, for example); the tasting of those names causes particularly extreme confusion among users.
- Millions of names may be tasted on any particular day. Most of these names are temporarily (for 5 days) unavailable for registration, the kept names are permanently (for a year) unavailable. Users cannot get the name they want because it is being tasted.

Registry Load

- Millions of names are being added and deleted daily.
  - Drop-catching: approx 20,000 names per day, but 100s/1,000s of unsuccessful add commands for each successful one. Unsuccessful add commands are not stored at the registry.
  - Name-tasting: approx 2 million names per day, but nearly every add command is successful and these are "write" commands which are stored at the registry.

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Trademarks

- The .com zone-file (not the zone published via DNS, the actual file which is published via FTP) is not updated in near real time (its a 12-hour interval for .com), causing a delay as to when TM holders can know if a possibly infringing tasted or non-tasted name is activated.
- Mark watching services do not typically report the names exiting the grace period, only those entering the zone.
- In order for trademark holders to obtain the possibly infringing tasted name, they must contact the registrant (which whois information may be out-of-compliance delayed) and may obtain the name solely via court order, UDRP, or with permission of the registrant.

Name Parameters (.com)
Other tools in the toolbox

Parameter	Current Setting	Illustrative Setting
Add grace period	5-days	0-days, 30 days
Time period before name appears in zone	10 minutes	24 hours, 5 days
ICANN fee timing and amount	$0.25 at exit of grace period	$0.05 at registration, $0.20 at exit of GP
Registry deletion fee	$0.0	$0.05
Availability during registration	Not available	Available

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"Class II" names

- A new type of name (so that there would be two types of .com names, for example) with different parameter settings can greatly mitigate many of the side effects of tasting

  - Specifically, **Availability** is important.

- Other advantages, unrelated to mitigating tasting side effects, may derive from a new type of name.

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Conclusion: Availability

- Users are not confused: their name is available
- Less load on registry due to less tasting churn
- TM holders have another tool besides UDRP, legal means, "negotiations" with registrant: simple Class I registration

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Questions?

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