



Registry Services Evaluation Policy (RSEP) Request

December 11, 2025

Registry Operator

Registry Services, LLC

Request Details

Case Number: 01432470

This Registry Services Evaluation Policy (RSEP) request form should be submitted for review by ICANN org when a registry operator is adding, modifying, or removing a Registry Service for a TLD or group of TLDs.

The RSEP Process webpage provides additional information about the process and lists RSEP requests that have been reviewed and/or approved by ICANN org. If you are proposing a service that was previously approved, we encourage you to respond similarly to the most recently approved request(s) to facilitate ICANN org's review.

Certain known Registry Services are identified in the Naming Services portal (NSp) case type list under "RSEP Fast Track" (example: "RSEP Fast Track – BTAPPA"). If you would like to submit a request for one of these services, please exit this case and select the specific Fast Track case type. Unless the service is identified under RSEP Fast Track, all other RSEP requests should be submitted through this form.

1. PROPOSED SERVICE DESCRIPTION

1.1. Name of proposed service.

Domain Options

1.2. Provide a general description of the proposed service including the impact to external users and how it will be offered.

Registry Operator would like to provide a Domain Options service for its TLD, which provides additional protection to domain name holders by allowing registered name holders to prevent second-level labels from registration in the TLD that are an exact match to their domain name label. This differs from the Label Blocking Service which is based on categories of verified rights.

Policies relating to the service will be published, along with a reporting mechanism for alleged abusive use of the service. We may revoke the service provided to any user found to be in violation of these policies, or to be using the service for an abusive purpose.

1.3. Provide a technical description of the proposed service.

The service will allow registered name holders to prevent registration of certain labels. The label must comply with the provisions described in Specification 5, Section 3.3 of the Registry Agreement. Labels will be an exact match of the registered name holder's second-level domain name label. The number of labels a registrant can protect under Domain Options is limited to the following: only exact match labels, and only for registered domain names held by the registrant. The service is provided in annual increments up to ten (10) years.

Registered name holders may exercise the option in future to register the domain name(s) protected under the service. Registered name holders may cancel their service, and labels associated with the service may become available for registration immediately.

1.4. If this proposed service has already been approved by ICANN org, identify and provide a link to the RSEP request for the same service that was most recently approved.

N/A

1.5. Describe the benefits of the proposed service and who would benefit from the proposed service.

Adding the service will be beneficial to registered name holders, as it will enable participants to prevent registration of an exact match label in the TLD by third parties. Many small businesses

or organizations don't hold trademarks or can't be verified as rights holders under the Label Blocking Service.

1.6. Describe the timeline for implementation of the proposed service.

Immediate upon approval from ICANN

1.7. If additional information should be considered with the description of the proposed service, attach one or more file(s) below.

1.8. If the proposed service adds or modifies Internationalized Domain Name (IDN) languages or scripts that have already been approved in another RSEP request or are considered pre-approved by ICANN org, provide (a) a reference to the RSEP request, TLD(s), and IDN table(s) that were already approved or (b) a link to the pre-approved Reference Label Generation Rules (LGR). Otherwise, indicate "not applicable."

N/A

2. SECURITY AND STABILITY

2.1. What effect, if any, will the proposed service have on the life cycle of domain names?

None

2.2. Does the proposed service alter the storage and input of Registry Data?

No

2.3. Explain how the proposed service will affect the throughput, response time, consistency or coherence of responses to Internet servers or end systems.

It won't

2.4. Have technical concerns been raised about the proposed service? If so, identify the concerns and describe how you intend to address those concerns.

No

2.5. Describe the quality assurance plan and/or testing of the proposed service prior to deployment.

N/A

2.6. Identify and list any relevant RFCs or White Papers on the proposed service and explain how those papers are relevant.

N/A

3. COMPETITION

3.1. Do you believe the proposed service would have any positive or negative effects on competition? If so, please explain.

No

3.2. How would you define the markets in which the proposed service would compete?

Registered name holders

3.3. What companies/entities provide services or products that are similar in substance or effect to the proposed service?

Many Registry Operators offer and participate in programs that permit the blocking of labels that can then be registered by the participant at a later date.

3.4. In view of your status as a Registry Operator, would the introduction of the proposed service potentially affect the ability of other companies/entities that provide similar products or services to compete?

No

3.5. Do you propose to work with a vendor or contractor to provide the proposed service? If so, what is the name of the vendor/contractor and describe the nature of the services the vendor/contractor would provide.

No

3.6. Have you communicated with any of the entities whose products or services might be affected by the introduction of your proposed service? If so, please describe the communications.

Yes. We have had meetings with Registrars that we anticipate would offer the service. The consulted registrars were supportive of the service offering. The Domain Options service described herein are the result of these discussions.

3.7. If you have any documents that address the possible effects on competition of the proposed service, attach them below. ICANN will keep the documents confidential.

4. CONTRACTUAL PROVISIONS

4.1. List the relevant contractual provisions impacted by the proposed service. This includes, but is not limited to, Consensus Policies, previously approved amendments or services, Reserved Names, and Rights Protection Mechanisms.

Exhibit A of the Registry Agreement would be amended.

4.2. What effect, if any, will the proposed service have on the reporting of data to ICANN?

None

4.3. What effect, if any, will the proposed service have on Registration Data Directory Service (RDDS)?*

None

4.4. What effect, if any, will the proposed service have on the price of a domain name registration?

None

4.5. Will the proposed service result in a change to a Material Subcontracting Arrangement (MSA) as defined by the Registry Agreement? If so, identify and describe the change. Please note that a change to an MSA requires consent from ICANN org through the MSA change request process. The RSEP request must be approved prior to submitting the MSA change request.

No

5. AUTHORIZATION LANGUAGE

5.1. A Registry Agreement (RA) amendment is required when the proposed service: (i) contradicts existing provisions in the RA or (ii) is not contemplated in the RA and, therefore, needs to be added to Exhibit A of the RA and/or as an appropriate addendum/appendix. If applicable, provide draft language (or a link to previously approved RA amendment language) describing the service to be used in an RA amendment if the proposed service is approved. If an RA amendment is not applicable, respond with “N/A” and provide a complete response to question 5.2.*

For examples or for IDN services, you may refer to the webpage for standard RA template amendments for commonly requested Registry Services.

Add new section to Exhibit A:

8. Domain Options Service

Domain Options is a service that allows the Registry Operator to prevent registration of certain second-level labels on behalf of a domain name registrant ("Domain Options user") who holds an exact-match registration in another top-level domain, if requested by the Domain Options user. Such labels must be an exact match of the Domain Options user's registered second-level label in another top-level domain. Such labels must not be allocated to the Domain Options user.

The Domain Options service provided by the Registry Operator does not prevent Domain Options users or third parties from following rules established by the Registry Operator to request to unblock and register such blocked labels.

The Domain Options service must be offered in compliance with all provisions of the Agreement, including Section 3.3 of Specification 5.

5.2. If the proposed service is permissible under an existing provision in the Registry Agreement, identify the provision and provide rationale. If not applicable, respond with “N/A” and provide a complete response to question 5.1.

N/A

6. CONSULTATION

6.1. ICANN org encourages you to set up a consultation call through your Engagement Manager prior to submitting this RSEP request. This is to help ensure that necessary information is assembled ahead of time.

Identify if and when you had a consultation call with ICANN org. If you did not request a consultation call, provide rationale.

Similar services have been implemented.

6.2. Describe your consultations with the community, experts, and/or others. This can include, but is not limited to, the relevant community for a sponsored or community TLD, registrars or the registrar constituency, end users and/or registrants, or other constituency groups. What were the quantity, nature, and results of the consultations? How will the proposed service impact these groups? Which groups support or oppose this proposed service?

The Registry Operator has had extensive discussions with registrars who participate in various constituency groups within ICANN, and extensive conversations with other registry service providers who participate in the Registry Stakeholder Group.

7. OTHER

7.1. Would there be any intellectual property impact or considerations raised by the proposed service?

No

7.2. Does the proposed service contain intellectual property exclusive to your gTLD registry?

No

7.3. Provide any other relevant information to include with the request. If none, respond with "N/A."

N/A

7.4. If additional information should be considered, attach one or more file(s) below.

Affected TLDs

Current Registry Operator	Top Level Domain	Registry Agreement Date
Registry Services, LLC	.horse	2013-11-21