

12 March 2025

ICANN Preliminary Determination

Re: Notice of Registry Operator Request for Termination of Registry Agreement - .pramerica Top-Level Domain

On 16 January 2025, Prudential Financial, Inc. notified ICANN org of its intent to terminate the .pramerica Registry Agreement entered into on 30 July 2015. Pursuant to Section 4.4(b) of the Registry Agreement, Registry Operator may terminate the Registry Agreement for any reason upon one hundred eighty (180) calendar day advance notice.

Pursuant to the terms of Section 4.5 of the Registry Agreement, as modified by Section 6 of the Specification 13 (.Brand TLD Provisions), ICANN org consulted with Prudential Financial, Inc. to assess whether to transition operation of the .pramerica top-level domain (TLD) to a successor Registry Operator.

Subject to an ongoing evaluation, ICANN org has made a preliminary determination that operation of the .pramerica TLD need not be transitioned to a successor Registry Operator. ICANN org's review and determinations regarding transition to a successor registry are subject to Section 4.5 of the Registry Agreement (as modified for a .Brand TLD).

ICANN org's preliminary determination to not transition the TLD to a successor Registry Operator is based on the following rationale:

1. .pramerica qualifies as a .Brand TLD.
2. Transitioning the TLD is not necessary to protect the public interest.

In conformance with Section 4.5 of the Registry Agreement (as modified for a .Brand TLD), ICANN org may not delegate the TLD to a successor registry operator for a period of two years without the Registry Operator's consent, which shall not be unreasonably withheld, conditioned or delayed.

Before releasing its final determination, ICANN org will consider input provided by interested parties via email at ra-termination-comments@icann.org. The deadline to submit input is 11 April 2025 – 23:59 UTC.

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