

23 April 2025

ICANN Final Determination

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

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 Specification 13 for this .Brand TLD), 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.

On 12 March 2025, ICANN org made a preliminary determination that operation of the .pramerica TLD need not be transitioned to a successor Registry Operator based on the following rationale:

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

On 11 April 2025, after a 30-day period for comments by interested parties, no comments were received. Pursuant to Section 4.4(b) of the Registry Agreement, ICANN org will proceed to terminate the .pramerica Registry Agreement by 15 July 2025.

In conformance with Section 4.5 of the Registry Agreement (as modified by Section 6 of Specification 13 for this .Brand TLD), ICANN org may not delegate the TLD to a successor registry operator for a period of two years without Registry Operator's consent, which shall not be unreasonably withheld, conditioned or delayed.

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