

DECENTRALIZED DOMAIN NAMES

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IF YOU'RE NOT PAYING FOR A PRODUCT,
YOU ARE THE PRODUCT



SELF-SOVEREIGN DIGITAL IDENTITIES



**Decentralized Webs
for consumers**
(Metaverses)

**Eliminates
“censorship”**

**More encryption and
security than Web2**

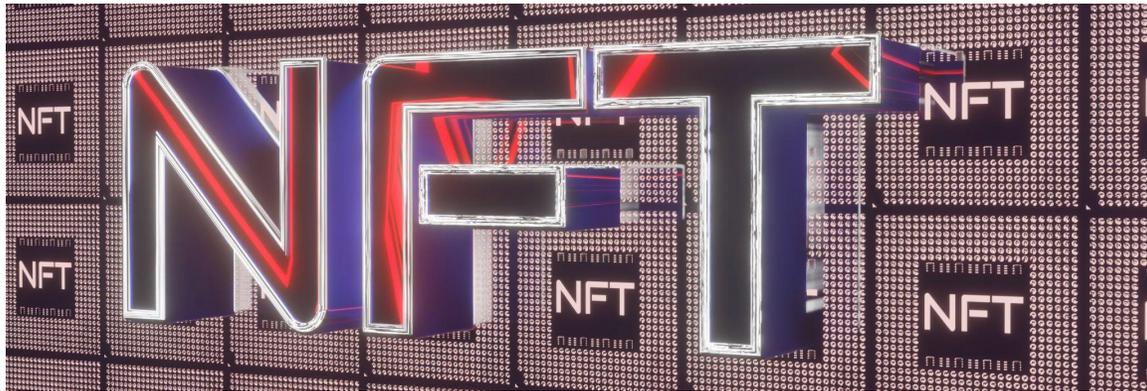
**Eliminates
intermediaries that
can “sniff your data”**

- Web2 Browsers and social networks (Big Tech)
- ICANN and its contracted parties

BRANDS ARE FOLLOWING CONSUMERS ...JUST LIKE THEY FOLLOWED THEM TO SOCIAL MEDIA

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Spike in trademark filings for Decentralized Web



**U.S NFT trademark applications skyrocketed
400x in 2021 with 15 registrations daily in 2022**

www.MENAFN.com
2/22/2022



**Metaverse Trademark Applications Reach
16,000 in China**

www.fxempire.com
2/22/2022

THIRD BROWSER WAR IS COMING



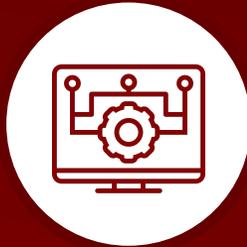
Digital Wallet Apps



Privacy Focused



Access Permissions



Default to AltRoots



ALTROOTS ARE PROLIFERATING



Domains playing a Supporting Role



Domains playing the Leading Role



IMMUTABLE BY DESIGN



**Irreversible
transactions with no
take-down procedures**

**In-rem court orders are
toothless**

**Incompatible
with ICANN**

**No traditional
Rights Protections**

- No WHOIS or zone files
- No contracted parties
- No UDRP

POTENTIAL FOR ABUSE



.ETH and Ethereum Naming Service

(Decentralized Autonomous Organization)

- > 750,000 .ETH second-level names and growing rapidly
- > Wide-spread cybersquatting. Recovery requires Blockchain Forensics
- > Need to lower gas fees to maintain dominance (via Proof of Stake)

Unstoppable Domains

(VC-backed For Profit)

- > 2,000,000 second-level domains (.CRYPTO, .NFT,...)
- > No renewal fees, no minting fees, no gas fees
- > Ending reserved trademarks on April 19, 2022

TLDS FOR EVERYONE!

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The Democratization of Top-level Domains

.BrianKing

Personal TLD

.McGradyFans

Community TLD

.LewisRoca

Brand TLD



“Sunrise” Period (half-way through)

- Reserved the current **ICANN Root of ~1,500**
- Reserved the domains of the **top 100,000 websites**
- **Claiming is free.**
Unclaimed names will be released at end of period

General Availability auctions began in February 2020

- Usual mix of early adopters and speculators
- Some bad actors:
Trademark infringement, Homographs
- Ignores ICANN policies around trademark rights and ICANN reserved strings

ICANN HANDSHAKE FOR GROWTH (H030)



ALTROOTS ARE NOT GOING AWAY



Altroots are the next iteration of the internet

Innovation will continue to outpace regulation

Every trademark will have an Altroots strategy



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**Top
100,000
Websites
Reserved by
Altroots**

**New
ICANN
TLDs**

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Top 100,000 Websites Reserved by Altroots

New ICANN TLDs

Alternative Roots
~100,000,000

Thank You



Thomas Barrett