

DECENTRALIZED DOMAIN NAMES

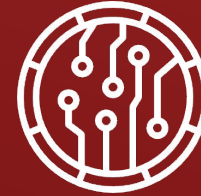
Tom Barrett - EnCirca
McCarthy Institute IPCon
March 17, 2022

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



PRIVACY BACKLASH

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The Decentralized web is a **movement** to regain personal privacy.

SELF-SOVEREIGN DIGITAL IDENTITIES



**Decentralized Webs
for consumers
(Metaverses)**

**Eliminates
“censorship”**

**More encryption and
security than Web2**

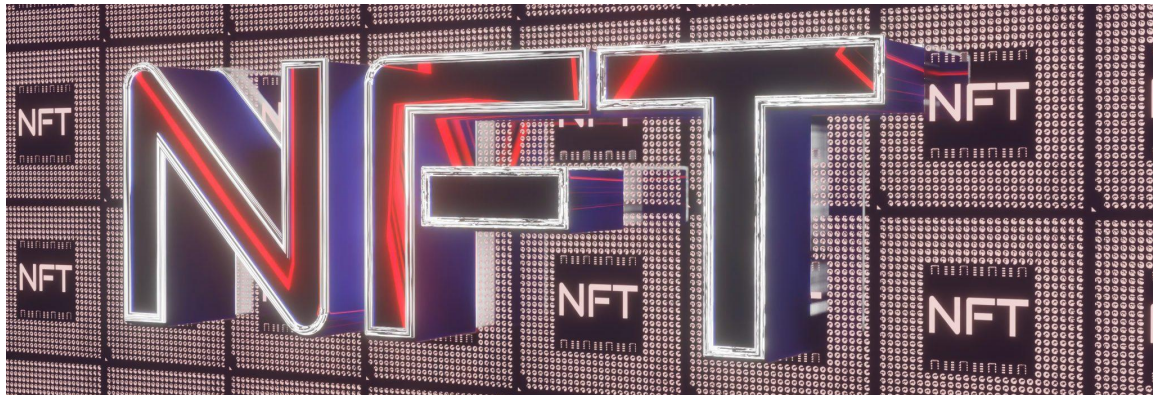
**Eliminates
intermediaries that
can “sniff your data”**

- 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

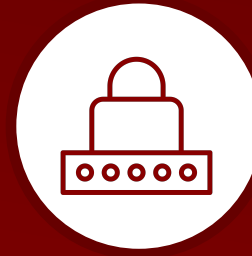
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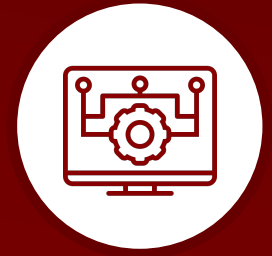
Digital Wallet Apps



Privacy Focused



Access Permissions



Default to AltRoots



UNSTOPPABLE
DOMAINS



ALTROOTS ARE PROLIFERATING

Domains playing a Supporting Role

 **ETHEREUM**

Ethereum Blockchain (.ETH)

 **SOLANA**

Solana Blockchain (.SOL)

 **Tezos**

Tezos Blockchain (.TEZ)

Domains playing the Leading Role

 **UNSTOPPABLE
DOMAINS**

Unstoppable Domains
(.CRYPTO, .WALLET,...)





Handshake Blockchain


 **BUTTERFLY
PROTOCOL**

 **NexBloc**





 **EXIP**

 **BitDNS**



 **HyFi.pro**

 **Quik**



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 GROWTH (2030)



ALTROOTS ARE NOT GOING AWAY

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Altroots are the next iteration of the internet

Innovation will continue
to outpace regulation

Every trademark will have
an Altroots strategy

New
ICANN
TLDs

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Altroots are the next iteration of the internet

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Top
100,000
Websites
Reserved by
Altroots

The diagram consists of two overlapping circles. The larger circle on the left is light blue and contains the text 'Top 100,000 Websites Reserved by Altroots'. The smaller circle on the right is dark blue and contains the text 'New ICANN TLDs'. The intersection of the two circles is shaded a darker blue.

New
ICANN
TLDs

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Top
100,000
Websites
Reserved by
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New
ICANN
TLDs

Alternative Roots
~100,000,000

Thank You



Thomas Barrett