



American  
Bankers  
Association®

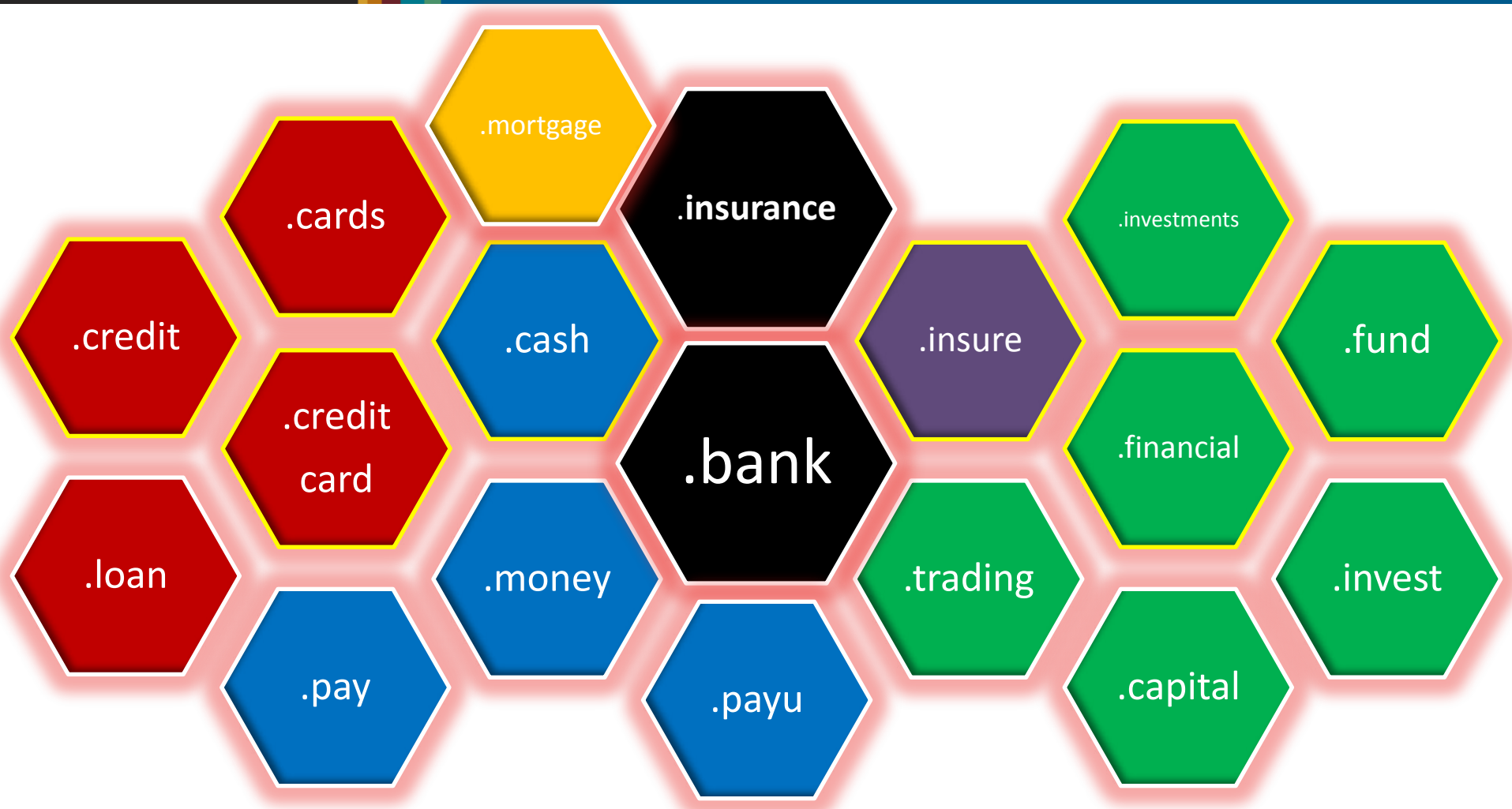
# .BANK

## Are You Ready?

# Presenters

- Doug Johnson, Senior Vice President, American Bankers Association
- Al Williams, Chief Operating Officer, Dollar Bank, Federal Savings Bank
- Sam Lisker, Senior Vice President, American Bankers Association

# The Internet financial world is changing...

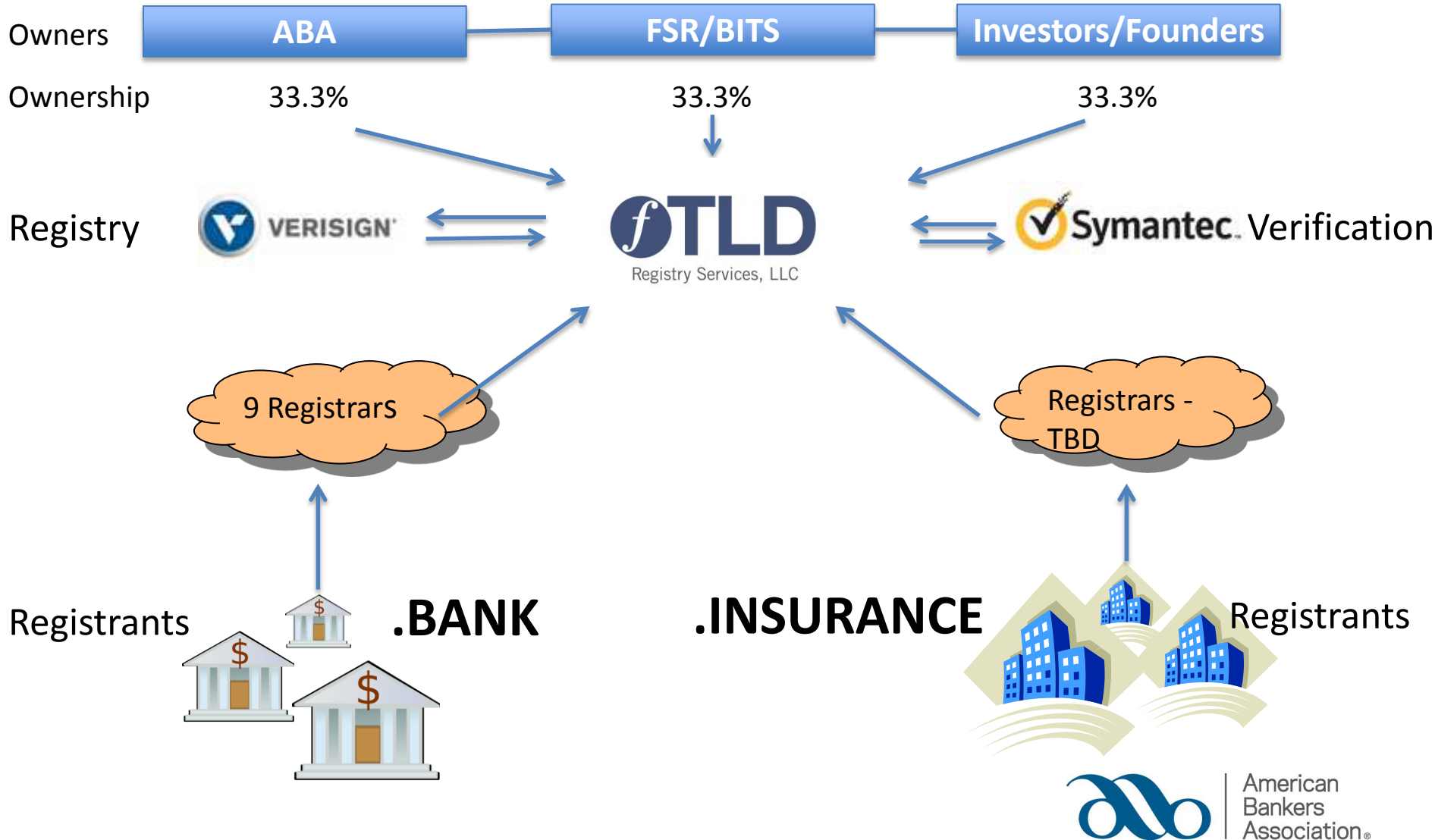


# And ABA Responded

Formed fTLD in 2011 which is owned, operated and governed by banks, insurance companies and trade associations



# fTLD Organizational Structure



# Why secure your .BANK domains?

- The .BANK domain is a trusted, protected, and more secure location online for banking services.
- The .BANK domain establishes a solid foundation on which a bank can securely communicate with customers, stakeholders and regulators.
- Directed by banking and security experts, .BANK will be the recognized platform for growth and innovation in the banking sector.

**.BANK domains are first come, first served so keep your options open by securing your domains early.**

# Key Differentiators – Verification and Security

## Vigorous Verification Standards    Enhanced Security Requirements

- Only verified members of the banking community
- Domains must relate to the bank's name
- Acceptable Use / Anti-Abuse; how domains may be used
- Prohibition of Proxy Registrations
- Mandatory verification by Symantec of all registrations prior to activation
- All changes to .BANK registrations are verified

- Domain Name Security (DNSSEC) deployment across registration chain (i.e., registry, registrar and registrant)
- Multi-factor authentication by registry and registrar (NIST level 3 or higher)
- Enhanced encryption standards
- Email authentication records (e.g., DMARC, DKIM, SPF)
- Exploring options for DDoS mitigation via real-time monitoring and detection

# 9 Confirmed Registrars So Far



EnCirca





# .BANK Pricing

- fTLD set one fixed wholesale price for registrars that builds in the cost of stringent verification and security standards.
- Each registrar will set the retail price for each .BANK domain.
  - Multiyear and multi-domain discounts are likely.

Shop around to get the best deal  
for your bank

# .BANK will launch June 24, 2015 ....but you should be ready sooner



## TRADEMARK REGISTRATION PERIOD

Prior to May 13, 2015

Register organizations' trademarked names with ICANN's Trademark Clearinghouse.

## SUNRISE PERIOD

May 18 – June 17, 2015

Trademark holders registered with ICANN's clearinghouse can register for domains matching trademarks.

## GENERAL AVAILABILITY PERIOD

June 24 – Ongoing

Verified members of the banking community can register domains on a first come, first served basis.



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# What Should Your Bank Be Doing Now?

- Go to [www.fTLD.com](http://www.fTLD.com) to find detailed information.
- Organize a team with Marketing, Legal and IT to plan your .BANK strategy
  - Determine how many and which domains you are going to register.
- If your bank name is trademarked, ensure your trademarks are in the Trademark Clearinghouse. Go to [www.trademark-clearinghouse.com](http://www.trademark-clearinghouse.com)
- Discuss your strategy with your core processor and online banking provider.
- Contact a registrar now to determine if you can enter a “pre-verification” process that will set up an account and collect application information early.



Registry Services, LLC



**FAQ**

[fTLD FAQ PDF](#) (rev. 2015.02.20)

In 2008, [ICANN](#) approved the program to open up the Internet to thousands of new gTLDs in addition to existing ones such as .COM and .ORG. In response to the expansion and in recognition of what this could mean to financial institutions, their customers and Internet users, a coalition of banks, insurance companies and financial services trade associations partnered to establish fTLD Registry Services (fTLD) in order to apply for and operate the .BANK and .INSURANCE gTLDs on behalf of the global banking and insurance communities. fTLD was granted the right to operate .BANK on Sept. 25, 2014, and .INSURANCE on February 19, 2015.

The following information is for organizations seeking to register domain names in .BANK. fTLD will post information about .INSURANCE when it is available.

In the domain name industry organizations and individuals that register domains are called registrants.

[Why .BANK?](#)

[Who is eligible for a .BANK domain?](#)

[Can I buy any domain I want if I am an eligible registrant?](#)

[When can I purchase my .BANK domain?](#)

[Where can I purchase my .BANK domain?](#)

[Why isn't my current registrar on the list of approved registrars?](#)

**fTLD on Twitter**

- RT @ABABankers: New ".bank" domain available in mid-2015, via @McAfeeTaft <http://t.co/7fBzwoNRbg> @fTLD\_Registry #newgtlds 2 days ago
- Insurance Business picks up news about .INSURANCE - <http://t.co/0LYzjemVZg> @InsuranceBizUS 1 weeks ago
- RT @DNUpdate: CMO Offers Fresh View on New gTLDs: "They're a Channel, Not Just a Label" <http://t.co/pdsEQRSKwE> 2 weeks ago
- Business Record picks up news about .INSURANCE - <http://t.co/aiRFsWzmYd> @BusinessRecord, #newgtlds 2 weeks ago
- Politico picks up news about .INSURANCE - <http://t.co/fg7gZ8a95x> #politico 2 weeks ago
- fTLD now contracted to operate .INSURANCE and anticipates launch later this year - <http://t.co/Es3HjVzhhj>. 2 weeks ago
- RT @HofmanLaursen: Message: "New blog post: Interview with .BANK's CEO Craig Schwarz" - <http://t.co/PgUkQgfy> 3 weeks ago

Follow @ftld\_registry

# What Should Your Bank Be Doing Now?

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- Organize a team with Marketing, Legal and IT to plan your .BANK strategy
  - Determine how many and which domains you are going to register.
- If your bank name is trademarked, ensure your trademarks are in the Trademark Clearinghouse. Go to [www.trademark-clearinghouse.com](http://www.trademark-clearinghouse.com)
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# Registrar Contact Information

## Dedicated .BANK pages

- Lexsynergy - <http://www.lexsynergy.com/tlds/bank>
- Encirca - <http://www.encirca.com/bank/>
- Domaintechnik - <http://www.domaintechnik.at/domain/newgtlds/bank-domain.html>  
(international)
- Com Laude – <http://comlaude.com/bank> (international)
- 101 Domain.com - <https://www.101domain.com/bank.htm>
- Entorno - <https://www.entorno.domains/new-domains-bank-143.html>
- Names Beyond - <https://www.namesbeyond.com/index.php/tld/bank>

## General web site pages

- Digital Brand Solutions – [www.cscglobal.com](http://www.cscglobal.com) (must establish customer relationship)
- Mark Monitor - <https://www.markmonitor.com> (must establish customer relationship)

In late April, [www.register.bank](http://www.register.bank) will be the home page for .BANK

# Key Information Needed When Applying

- Legal Name of the Eligible Registrant (the organization name)
  - Registrant Contact Name
  - Registrant Contact Address (Street, City, State/Province/Region, Postal Code)
  - Registrant Contact Email Address
  - Registrant Contact Telephone Number
  - Government Regulatory Authority (if applicable)
  - Regulatory ID Number (if applicable)
- Note: the Registrant Contact must be a full-time employee of the Registrant and cannot be a contract employee. Registrars may request additional information such as a human resources contact name and telephone number who can verify the employment information of the Registrant Contact and the name and contact information for someone who can verify that the Registrant Contact is authorized to register the domains requested. The additional contact information is not required, but will expedite the verification process for your domains as will providing the Government Regulatory Authority and Regulatory ID Number.

# For More Information / Questions

- Doug Johnson, (202) 663-5059, [djohnson@aba.com](mailto:djohnson@aba.com)
- Sam Lisker, (202) 663-5581, [slisker@aba.com](mailto:slisker@aba.com)
- Go to [www.fTLD.com](http://www.fTLD.com) for more detailed information.
- A webinar recording and a copy of this presentation will be posted to [www.aba.com/dotbank](http://www.aba.com/dotbank).