

Security

.bank

Identity

Integrity



Why .bank?

The .com world has become overcrowded, making it difficult for banks to stand out. Thousands of new domains—including .bank—are making their way to the Internet. ABA and other entities within the banking industry established fTLD Registry Services to operate .bank and to ensure it is governed in the best interests of banks and their customers.

The new .bank domain opens up much-needed virtual real estate and provides new marketing and branding opportunities. Only verified members of the banking community will be able to register a .bank domain.

A secure, easily identifiable place for banks to do business.

Powered by Verisign, the new .bank domain will have enhanced security controls that exceed those of most existing and new top-level domains. In addition to strict registration requirements, the new domain will help prevent users from being redirected to fake bank websites, make it more difficult for criminals to create spoofed emails from a .bank website and provide a higher level of encryption.



American
Bankers
Association®

.bank timeline

GENERAL AVAILABILITY FOR BANKS
ACROSS THE GLOBE IS ESTIMATED
TO BE **JUNE 15, 2015**

**PRIOR TO
May 15, 2015**

TRADEMARK REGISTRATION PERIOD

Register organization's trademarked names
with ICANN's Trademark Clearinghouse.
*For more information about the
Trademark Clearinghouse, see the FAQs.*

**(ESTIMATED)
May 15–June 15**

SUNRISE PERIOD

Only trademark holders who have registered
their bank's trademark with ICANN's
Trademark Clearinghouse may purchase
domains during the sunrise period.

MAY

JUNE

15

15

GENERAL AVAILABILITY
Only verified members of the banking
community will be eligible for a .bank
domain. Domains will be assigned on
a first-come-first-served basis.

**(ESTIMATED)
June 15, 2015
ONGOING**

Who is eligible for a .bank domain?

Only verified members of the banking community will be able to register .bank domains. The vetting process will be thorough and secure. For banks, it will include charter verification through the applicant's local and/or national regulators.

How can my organization apply for a .bank domain?

fTLD will contract with several registrars to fulfill domain requests and registrations. We encourage you to compare prices with the various registrars.

We expect domains to be available for registration in June 2015.

How much will it cost?

The cost is still being determined. The heightened security features of .bank will mean a higher cost than other domains without fTLD's enhanced protections.

When will .bank be available for purchase?

General availability for .bank is expected in June 2015. Before general availability, there will be a Sunrise Period. During that time, only trademark holders who have registered their trademark with ICANN's Trademark Clearinghouse and meet fTLD's eligibility requirements may purchase a .bank domain for their trademark. See more about the Sunrise Period below.

Since we already have a .com address, are we automatically entitled to register the same name in .bank?

No. Domain names will be awarded on a first-come-first-served basis. If you own the trademark on the name to the left of your .com address, you may register the trademark with ICANN's Trademark Clearinghouse and apply for the .bank version of that domain name during the Sunrise Period before general availability.

What is the Sunrise Period?

During the 30-day Sunrise Period trademark holders that meet fTLD's eligibility requirements have an advance opportunity to register domain names corresponding to their marks before names are generally available to other eligible members of the community. Only trademark holders who have registered their trademark with ICANN's Trademark Clearinghouse may purchase domains during the Sunrise Period.

If your registered trademark is different from the domain name you are seeking, you will not be able to register during this period. For example, if your registered trademark is "XYZ bank" and it is registered in ICANN's Trademark Clearinghouse, you can only apply for "XYZbank.bank" during the Sunrise Period not "XYZ.bank."

The Trademark Claims period follows the Sunrise Period and runs for at least the first 90 days of general availability. During the Trademark Claims Period, anyone attempting to register a domain name matching a mark that is recorded in the Trademark Clearinghouse will receive a notification displaying the relevant mark information.

If the notified party registers the domain name, the Trademark Clearinghouse will send a notice to those trademark holders with matching records in the Clearinghouse, informing them that someone has registered the domain name.

What is ICANN's Trademark Clearinghouse?

ICANN's Trademark Clearinghouse is a global repository for trademark data. Designed to meet global needs for the domain name system, the Clearinghouse will verify trademark data worldwide and maintain a database with the verified trademark records.

The Trademark Clearinghouse is not a trademark office. It is a centralized database of verified trademarks.

There is a cost to use the Trademark Clearinghouse. Learn more at trademark-clearinghouse.com.

Can my company pre-register for a .bank domain?

No. There are companies unrelated to fTLD that will try to sell "pre-registration," but there is no such thing for .bank. The only registration that will take place before general availability will occur during the Sunrise Period.

What is an "expression of interest"?

Similar to "pre-registration," an "expression of interest" does not guarantee a domain name. There are companies that will falsely claim to give you priority registration. The only registration that will take place before general availability will occur during the Sunrise Period.

What are the enhanced security controls in the fTLD domains?

fTLD will require compliance with a series of controls not currently required by the operators of any other commercial domain, including:

- Mandatory verification of charter/licensure for regulated entities ensures that only legitimate members of the banking industry are awarded domain names.
- Domain Name System Security Extensions (DNSSEC) help ensure that Internet users are landing on participants' actual websites and not being misdirected to malicious ones. fTLD will require that all domain levels, from fTLD as the top-level registry operator to your bank as the registrant, utilize DNSSEC. Conventional domains such as .com only require DNSSEC at the top-level registry.
- Email Authentication to help alleviate spoofing, phishing and other malicious activities propagated through emails to unsuspecting users.

- Multi-Factor Authentication to help ensure that any change to registration data is made only by authorized users of the registered entity.
- NIST Level 3 Encryption (or greater) to protect exchanges of information among registry, registrar and registrant.
- Abuse Monitoring, which provides for quicker detection, investigation and remediation of inappropriate registrant activity (i.e., any violation of fTLD's Acceptable Use/Anti-Abuse Policy) thus reducing exposure to negative consumer impact and reputational risk.
- Escalated Compliance and Enforcement, which ensures strict registration requirements are adhered to.
- Prohibition of Proxy/Privacy/Anonymous Registration Services to ensure full disclosure of domain registration information so bad actors cannot hide.

What is gTLD?

gTLD—or generic top-level domain—refers to the letters to the right of the dot at the end of a Web address. Common generic top-level domains are .com, .org and .net.

What is a registrar?

The registrar is the company that actually sells the domain name to the applicant. fTLD will contract with several registrars to fulfill domain requests.

What is fTLD?

ABA, the Financial Services Roundtable, and a coalition of other entities within the global banking community established fTLD Registry Services in 2011 to operate .bank. Only verified members of the global banking community will be able to register .bank domains.

Why is ABA involved in .bank?

ABA decided it was in the best interest of the global banking community for .bank to be owned and managed by the banking industry. We wanted to make sure the proper security controls were in place to protect .bank and did not want to see outsiders only interested in making a profit operate .bank.

What is ICANN?

The Internet Corporation for Assigned Names and Numbers, or ICANN, is an oversight body responsible for the stability and unification of the Internet. Its key responsibilities include policy development for existing and new generic top-level domains (gTLD).

In June 2011, ICANN's board of directors authorized the launch of the New gTLD Program. The program's goals include enhancing competition and consumer choice, and enabling the benefits of innovation via the introduction of new gTLDs.

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aba.com/dotbank

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