



Two organisations explained in one factsheet:

AltRootFoundtion.org and Multiwebsphere.com

## Part 1: Introduction

Altrootfoundation, <http://AltRootFoundation.org>:

- takes in applications for new domein name extensions, usually gTLD's
- studies all aspects of feasibility: technically, commercial chance of succes, possible problems with Intellectual Property
- corrects problems, if they should occur, by outside forces
- keeps lawyers away

Cost: 50.000 USD per application, 90% chance of approval of application, 3 months time from application to decision

Multiwebsphere.com:

- provides the DNS so the domains can be in the air
- adjusts the browser codings such that your extension becomes visible
- adjusts SEARZ engine such that your extensions are index in the search engine (that indexes all: Altroot, Icann, Open Nic, others)
- Mutliwebshpere registers the extensions, 'first come first serve' - or, if client you have a different preference, your preference counts
- Multiwebsphere can also host the websites of the extensions at a reasonable price; it can reduce your search time for a hoster who knows how to handle new extensions 'he' is not yet used to. more tailormode:
  - mutliwebsphere can totally redesign a browser for special looks and with special features
  - the same goes for the search engine
  - Multiwebsphere can make plugs for your extension, so your extension is visible on all browsers that have downloaded the plug

Costs: depend very much of your wishes. But the total price of adjusting browser, searchengine etc. can certainly well stay under 100.000 USD.

AltRootFoundation.org and Multiwebsphere.com are two different organisations.

AltRootFoundations can be compared with a non-profit air control tower, giving you the 'permission to fly'. Multiwebsphere can be compared to one of the many commercial airlines.

## Part 2: when your gTLD application is approved

Once you are allowed to use the extension, it is important to use the extension as soon as possible, because only once you USE the extension with domain names and websites, you establish your Intellectual Property rights. Examples: travel.travel already exists and is being used, the intellectual property remains with the company that successfully applied for travel.travel through Ican. That company can gain money back by registrations, for example. Next example: africa.africa is an idea that exists since a long time, but it has not been approved by Ican.

If a company or individual gets it approved quicker through AltRootFoundation, and through Multiwebphere can bring the names and sites in the air, than the Intellectual Property goes to the company that applied and was the first to use and establish .africa on the web.

## Part 3: Competition

- AltrootFoundation is a non profit organisation inscribed in the Chamber of Commerce Netherlands
- ICANN is a competitor of AltRootFoundation; more competitors = authorities may come, but important is that they respect each other, keep each other updated about approved extensions, and do not 'mingle' in an extension already approved by another authority for assignment of names and numbers (that is what Ican and AltrootFoundation are: authorities so assign names and numbers on internet). It could be that even more authorities emerge, world wide, than these two. But cooperation in the sense of 'keeping out of each others approved extensions' is very important for harmony.
- Multiwebshpere is part of a limited, contains much technical knowhow and is commercial
- Very likely, more companies as Mutliwebsphere will emerge
- AltRootfoundation does not advantage Multiwebsphere. With a permission 'to fly' i.e. to launch an extension, you may go to any technical company you want to realise it (re. DNS, browsers, registration, hosting etc. etc.). After the approval of a new extension = gTLD you better go online as soon as possible to indeed establish the Intellectual Property (IP) of your extension....if your are party A, have your extension approved, but a party B in a later stage gets approval for the extension (of an authority for assignment of names and numbers; a undesirable condition because the authorities should keep out of each others approved extensions), and party B is quicker in getting the first and the first hundred sites online with the desirable extension, Intellectual Property goes to party B – despite that A had the earlier approval.