COMMENTS SUBMMITTED IN *RED* BELOW:

Criterion #2: Nexus between Proposed String and Community

This section evaluates the relevance of the string to the specific community that it claims to represent. Measured by

2-A Nexus
2-B Uniqueness

A maximum of 4 points is possible on the Nexus criterion, and with the Nexus sub-criterion having a maximum of 3 possible points, and the Uniqueness sub-criterion having a maximum of 1 possible point.

It should be noted that a qualified community application eliminates all directly contending standard applications, regardless of how well qualified the latter may be. <u>This is a fundamental reason for very stringent requirements for qualification of a community-based application, as embodied in the criteria below.</u> Accordingly, a finding by the panel that an application does not meet the scoring threshold to prevail in a community priority evaluation is not necessarily an indication the community itself is in some way inadequate or invalid.

2-A Nexus

AGB Criteria	Evaluation Guidelines
Scoring	
Nexus ***between String & Community***: 3= The string matches the name of the community or is a well-known short-form or abbreviation of the community 2= String identifies the community, but does not qualify for a score of 3 0= String nexus does not fulfill the requirements for a score of 2	*Consider the following:* *Match: correspond to, equal, parallel* *Ex: something equal to something else in quality or strength* *Identify: to be or become the same* *Ex: to cause something to become identical* The following question must be scored when evaluating the application: *<u>Qualifying for a score of 3:</u>* *Does the string match **(equal in quality or strength)** the name of the community or is it a well-known short-form or abbreviation **(equal in quality or strength)** of the community name? The name may be, but does not need to be, the name of an organization dedicated to the community.* *To "match" means IS the community name in order to qualify for a score of 3, not one that is*

	 Qualifying for a score of 2: ***Does the string identify the name of the community or is it a well-known short-form or abbreviation without over-reaching substantially beyond the community?***
Definitions	
"Name" of the community means the established name by which the community is commonly known by others. It may be, but does not need to be, the name of an organization dedicated to the community. ***Examples of "NAME"*** • ***Please write your name on this line.*** • ***State your name and occupation.*** • ***I refused to give them my name.*** • ***Mark Twain's real name was Samuel Clemens.*** • ***She registered at the hotel under a false name.*** • ***My full name is Susan Elaine Smith.*** • ***We had to memorize the names of all the countries in Africa.*** • ***"What's your dog's name?" "His name is Sandy."*** • ***This is his song "Loving You" from the album of the same name.*** • ***The ship's name was "Titanic."*** ***The requirement of an "established" name makes clear the exact approach expected for evaluation of the string. If the sting is approximate, imprecise, or indefinite then it is not an established name.*** ***What is your [established] name? The answer should be straightforward and supportable matter-of-factly, quite non-debatable…not one that is stitched together or requiring some additional imagination or mind-reading to achieve some degree of realm of possibility (such as a name which more directly serves to describe "a mere commonality of interest").***	Consider the following: "Others" refers to individuals outside of the community itself, as well as the most knowledgeable individuals in the wider geographic and language environment of direct relevance. It also refers to recognition from other organizations, such as quasi-official, publicly recognized institutions, or other peer groups. ***Established name by which the community is commonly known by "others":*** • ***When was the name established?*** • ***How was the name established?*** • ***Who was the name established by?*** • ***Do "others" recognize the string as the established name by which the community is commonly known?*** • ***Do "others" recognize the string as the established name the (typical) community member is commonly known by?*** • ***Do "others" recognize the string as approximate, imprecise, or indefinite to the name of the community and/or to a typical member of the community?*** • ***Do "others" recognize the string as an established name by which a different, unrelated significant group, region and/or culture is commonly known?*** • ***Do "others" recognize one or more different names by which the community***

Practical example: Doctors say "I am a doctor." Nurses say "I am a nurse." Paramedics say "I am a paramedic." A <u>typical</u> doctor, nurse or paramedic does not say "I am a health" or "I am a medical" or "I am a med" for short, because this is approximate, imprecise, and indefinite – not established . *The string should be precise and definite in order qualify as an <u>established name</u> of the community.*	*is similarly known?* • *If the string is an abbreviation, when was the abbreviation established? How was it established and by who? Do "others" recognize the abbreviation as the established name by which the community commonly known? Do "others" recognize the abbreviation as the established name the (typical) community member is commonly known or will naturally identify themselves to "others"?*
"Identify" means that the applied for string closely describes the community or the community members, without over-reaching substantially beyond the community. *"identify" does not mean just "describes", but "<u>closely</u> describes the community" (this is the guidebook instruction as stated directly above). "closely" in conjunction with "describes" is significant guidance from the instructions not to be overlooked in evaluation.*	"Over-reaching substantially" means that the string indicates a wider geographical or thematic remit than the community has. Consider the following: • *Does the string identify a wider or related community of which the applicant is a part, but is not specific to the applicant's community?* • *An Internet search should be utilized to help understand whether **and how closely** the string identifies the community and is known by others.* • *Consider whether **and how closely** the application mission statement, community responses, and websites align.* • ***How closely does the applied for string identify the community or the community members?*** • ***Does the applied for string <u>indicate</u> a wider geographical or thematic remit than the community has?*** *"Indicate" in relation "over-reaching substantially" is an important word to grade, having to do with some level of evidence. Is there evidence the string indicates a wider geographical or thematic remit (relating to ideas or subjects) than the community has? Is there evidence to indicate people might think of an entirely different geographical or thematic remit with the string?* *When there is evidence to "indicate" (such as*

	by Internet searches), then "over-reaching substantially" becomes a likelihood rather than just a possibility.
Criterion 2-A Guidelines	
With respect to "Nexus," for a score of 3, the essential aspect is that the applied-for string is commonly known by others as the identification / name of the community. With respect to "Nexus," for a score of 2, the applied-for string should closely describe the community or the community members, without over-reaching substantially beyond the community. As an example, a string could qualify for a score of 2 if it is a noun that the typical community member would naturally be called in the context. If the string appears excessively broad (such as, for example, a globally well-known but local tennis club applying for ".TENNIS") then it would not qualify for a 2. *Integrity of the process: Applicants that relied upon the stringency of the requirements (at the time of application submission) later being applied stringently (at the time of evaluation) must be protected in order to protect the integrity of the process.* *Rule of thumb: A true community string application should not want less stringent application of the requirements.* *Knowing full well the stringent requirements to achieve priority at the time of application submission, why would a true community applicant want the requirements to be less stringent now?*	*To qualify for a score of 3 requires "The string matches the name of the community or is a well-known short-form or abbreviation of the community" where "<u>matches</u>" is a significant instructional word of precise meaning not to be diluted.* *"Match" is certainly a higher standard (3 points) than "identify" (2 points).* *To qualify for a score of 2 has to do with "identify" - particularly in relation to "typical", "closely describes" and "excessively broad":* • *How is a "typical community member" identified by others?* • *Would a "typical community member" naturally be called by the string name or identify themselves by the string name?* • *Does the string merely describe or does it closely describe?* *Example: A doctor might say "I am a medical doctor" (or less likely "I am a med doctor") which, when the string name is used like this, is what "tennis" is to "tennis club" (would not qualify for a 2 per the guidebook instructions).*

2-B Uniqueness

AGB Criteria	Evaluation Guidelines
Scoring	
Uniqueness: 1=String has no other significant meaning beyond identifying the community described in the application. 0=String does not fulfill the requirement for a score of 1.	The following question must be scored when evaluating the application: *Does the string have any other significant meaning (to the public in general) beyond identifying the community described in the application*
Definitions	

"Identify" means that the applied for string closely describes the community or the community members, without over-reaching substantially beyond the community.	"Over-reaching substantially" means that the string indicates a wider geographical or thematic remit than the community has.
"Significant meaning" relates to the public in general, with consideration of the community language context added	Consider the following: • *Will the public in general immediately think of the applying community when thinking of the applied-for string?* • *If the string is unfamiliar to the public in general, it may be an indicator of uniqueness.* • *Is the geography or activity implied by the string?* • *Is the size and delineation of the community inconsistent with the string?* • *An internet search should be utilized to find out whether there are repeated and frequent references to legal entities or communities other than the community referenced in the application.*
Criterion 2-B Guidelines	
"Uniqueness" will be scored both with regard to the community context and from a general point of view. For example, a string for a particular geographic location community may seem unique from a general perspective, but would not score a 1 for uniqueness if it carries another significant meaning in the common language used in the relevant community location. The phrasing "...beyond identifying the community" in the score of 1 for "uniqueness" implies a requirement that the string does identify the community, i.e. scores 2 or 3 for "Nexus," in order to be eligible for a score of 1 for "Uniqueness." It should be noted that "Uniqueness" is only about the meaning of the string - since the evaluation takes place to resolve contention there will obviously be other applications, community-based and/or standard, with identical or confusingly similar strings in the contention set to resolve, so the string will clearly not be "unique" in the sense of "alone."	• ***The string must at minimum achieve "identify" worth 2 points ("closely describes the community or the community members…") in order to be eligible for Uniqueness.*** ***"Uniqueness" is only about the meaning of the string.*** • ***Is the string an adjective or a noun? What does a dictionary say?*** ***Example: a "medical" device; a "med" exam; a "medical" doctor; a "med" prescription; a "medical hospital"; where the string exists in the language as an adjective for the very purpose of describing <u>different meanings</u> to identify persons, places, or things.*** ***If an abbreviation, is there different meaning dependent upon whether the string can be used as an adjective or a noun?*** ***Example: a "med" exam; the "med" sea; club "med"***