

**New gTLD Program**  
**Initial Evaluation Report**  
 Report Date: 03 July 2013

|                     |                     |
|---------------------|---------------------|
| Application ID:     | 1-1366-121          |
| Applied-for String: | BUILDERS            |
| Priority Number:    | 1047                |
| Applicant Name:     | Atomic Madison, LLC |

**Overall Initial Evaluation Summary**

|                                                                                                                                                                                                                                        |             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| <b>Initial Evaluation Result</b>                                                                                                                                                                                                       | <b>Pass</b> |
| <p>Congratulations!</p> <p>Based on the review of your application against the relevant criteria in the Applicant Guidebook (including related supplemental notes and advisories), your application has passed Initial Evaluation.</p> |             |

**Background Screening Summary**

|                                                                                                                                                                                                                                                                                                                                                 |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| <b>Background Screening</b>                                                                                                                                                                                                                                                                                                                     | <b>Eligible</b> |
| <p>Based on review performed to-date, the application is eligible to proceed to the next step in the Program. ICANN reserves the right to perform additional background screening and research, to seek additional information from the applicant, and to reassess and change eligibility up until the execution of the Registry Agreement.</p> |                 |

**Panel Summary**

| <b>String Similarity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Pass - No Contention</b>         |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|-------|---------|---|---------|---|-----------|---|-----------------------------|---|-------------------------------------|---|---------------------------------|---|---------------------|---|------------------------------------|---|------------------|---|---------------------------|---|--------------------------|---|
| <p>The String Similarity Panel has determined that your application is consistent with the requirements in Sections 2.2.1.1 and 2.2.1.2 of the Applicant Guidebook, and your applied-for string is not in contention with any other applied-for strings.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                     |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <b>DNS Stability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Pass</b>                         |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <p>The DNS Stability Panel has determined that your application is consistent with the requirements in Section 2.2.1.3 of the Applicant Guidebook.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                     |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <b>Geographic Names</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Not a Geographic Name - Pass</b> |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <p>The Geographic Names Panel has determined that your application does not fall within the criteria for a geographic name contained in the Applicant Guidebook Section 2.2.1.4.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                     |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <b>Registry Services</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Pass</b>                         |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <p>The Registry Services Panel has determined that the proposed registry services do not require further review.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                     |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <b>Technical &amp; Operational Capability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Pass</b>                         |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| <p>The Technical &amp; Operational Capability Panel determined that:</p> <p>Your application meets the Technical &amp; Operational Capability criteria specified in the Applicant Guidebook.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Question</th> <th style="text-align: right;">Score</th> </tr> </thead> <tbody> <tr> <td>24: SRS</td> <td style="text-align: right;">1</td> </tr> <tr> <td>25: EPP</td> <td style="text-align: right;">1</td> </tr> <tr> <td>26: Whois</td> <td style="text-align: right;">2</td> </tr> <tr> <td>27: Registration Life Cycle</td> <td style="text-align: right;">1</td> </tr> <tr> <td>28: Abuse Prevention and Mitigation</td> <td style="text-align: right;">1</td> </tr> <tr> <td>29: Rights Protection Mechanism</td> <td style="text-align: right;">2</td> </tr> <tr> <td>30: Security Policy</td> <td style="text-align: right;">2</td> </tr> <tr> <td>31: Technical Overview of Registry</td> <td style="text-align: right;">1</td> </tr> <tr> <td>32: Architecture</td> <td style="text-align: right;">2</td> </tr> <tr> <td>33: Database Capabilities</td> <td style="text-align: right;">2</td> </tr> <tr> <td>34: Geographic Diversity</td> <td style="text-align: right;">2</td> </tr> </tbody> </table> |                                     | Question | Score | 24: SRS | 1 | 25: EPP | 1 | 26: Whois | 2 | 27: Registration Life Cycle | 1 | 28: Abuse Prevention and Mitigation | 1 | 29: Rights Protection Mechanism | 2 | 30: Security Policy | 2 | 31: Technical Overview of Registry | 1 | 32: Architecture | 2 | 33: Database Capabilities | 2 | 34: Geographic Diversity | 2 |
| Question                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Score                               |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 24: SRS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 25: EPP                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 26: Whois                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 27: Registration Life Cycle                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 1                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 28: Abuse Prevention and Mitigation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 1                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 29: Rights Protection Mechanism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 2                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 30: Security Policy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 31: Technical Overview of Registry                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 1                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 32: Architecture                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 2                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 33: Database Capabilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | 2                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |
| 34: Geographic Diversity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 2                                   |          |       |         |   |         |   |           |   |                             |   |                                     |   |                                 |   |                     |   |                                    |   |                  |   |                           |   |                          |   |

|                                       |    |
|---------------------------------------|----|
| 35: DNS Service                       | 1  |
| 36: IPv6 Reachability                 | 1  |
| 37: Data Backup Policies & Procedures | 1  |
| 38: Data Escrow                       | 1  |
| 39: Registry Continuity               | 2  |
| 40: Registry Transition               | 1  |
| 41: Failover Testing                  | 1  |
| 42: Monitoring and Fault Escalation   | 2  |
| 43: DNSSEC                            | 1  |
| 44: IDNs (Optional)                   | 1  |
| Total                                 | 29 |
| Minimum Required Total Score to Pass* | 22 |

*\*No zero score allowed except on optional Q44*

**Financial Capability** Pass

The Financial Capability Panel determined that:

Your application meets the Financial Capability criteria specified in the Applicant Guidebook.

| Question                                | Score |
|-----------------------------------------|-------|
| 45: Financial Statements                | 1     |
| 46: Projections Template                | 1     |
| 47: Costs and Capital Expenditures      | 2     |
| 48: Funding and Revenue                 | 1     |
| 49: Contingency Planning                | 2     |
| 50: Funding Critical Registry Functions | 3     |
| Total                                   | 10    |
| Minimum Required Total Score to Pass**  | 8     |

*\*\*No zero score allowed on any question*

**Disclaimer:** Please note that these Initial Evaluation results do not necessarily determine the final result of the application. In limited cases the results might be subject to change. All applications are subjected to due diligence at contracting time, which may include an additional review of the Continued Operations Instrument for conformance to Specification 8 of the Registry Agreement with ICANN. These results do not constitute a waiver or amendment of any provision of the Applicant Guidebook or the Registry Agreement. For updated application status and complete details on the program, please refer to the Applicant Guidebook and the ICANN New gTLDs microsite at <newgtlds.icann.org>.