

**New gTLD Program**  
**Initial Evaluation Report**  
 Report Date: 30 August 2013

Application ID:	1-1675-51302
Applied-for String:	ART
Priority Number:	1840
Applicant Name:	EFLUX.ART, LLC

**Overall Initial Evaluation Summary**

<b>Initial Evaluation Result</b>	<b>Eligible for Extended Evaluation</b>
<p>Thank you for your participation in the New gTLD Program. After careful consideration and extensive review of the information provided in your application and the responses to Clarification Question(s), the Evaluation Panel(s) determined that there was not sufficient information to award a passing score. Your application is eligible for Extended Evaluation as defined in Section 2.3 of the Applicant Guidebook.</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 - Contention</b>																
<p>The String Similarity Panel has determined that your applied-for string is visually similar to another applied-for gTLD string, creating a probability of user confusion. Based on this finding and per Sections 2.2.1.1 and 2.2.1.2 of the Applicant Guidebook, your application was placed in a string contention set.</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>Eligible for Extended Evaluation</b>																
<p>The Technical &amp; Operational Capability Panel determined that:</p> <p>There was not sufficient information provided in the application or in the responses to Clarifying Question(s) in order to award a passing score. The application received a score of zero (0) on one or more questions. Please review the summary below for more information.</p> <p>Based on Section 2.3.2 of the Applicant Guidebook, the application is eligible for Extended Evaluation.</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black;">Question</th> <th style="text-align: right; border-bottom: 1px solid black;">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;">1</td> </tr> <tr> <td>30: Security Policy</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	1	30: Security Policy	2
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31: Technical Overview of Registry	1
32: Architecture	2
33: Database Capabilities	2
34: Geographic Diversity	2
35: DNS Service	0
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	27
Minimum Required Total Score to Pass*	22

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

**Financial Capability**

**Eligible for Extended Evaluation**

The Financial Capability Panel determined that:

There was not sufficient information provided in the application or in the responses to Clarifying Question(s) in order to award a passing score. The application did not receive the minimum required score of eight (8) in the Financial Capability section for the application to pass. Please review the summary below for more information.

Based on Section 2.3.2 of the Applicant Guidebook, the application is eligible for Extended Evaluation.

Question	Score
45: Financial Statements	1
46: Projections Template	1
47: Costs and Capital Expenditures	1
48: Funding and Revenue	1
49: Contingency Planning	2
50: Funding Critical Registry Functions	1
Total	7
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>.