



**Applicant Auction Conference, December 18
JW Marriot Santa Monica Le Merigot**

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Overview

Applicants for generic top-level domains have a shared interest in participating—in advance of the ICANN Last Resort auction—in an efficient auction to resolve string contentions. Doing so results in a rapid resolution of contentions and maximizes value to applicants. Cramton Associates plans to conduct two such auctions in March and September 2013.

[Applicant Auctions](#) will allocate each domain to one applicant and determine the amount the winning applicant (the buyer) pays to each of the losing applicants (the sellers). The procedure would resolve applicant conflict, efficiently allocate the contested domain, and return auction proceeds to the applicants. All applicants for a particular domain must participate in the Applicant Auction for it to occur. In January and again in August 2013, once applicants have an opportunity to review and comment on the approach, each applicant may commit to participate in the Applicant Auctions.

Key benefits of the Applicant Auctions

Relative to the ICANN Last Resort Auction, Applicant Auctions have many benefits. Applicant auctions:

- maximize the value of the domains by putting them to their best use;
- rapidly resolve contention leading to faster ICANN assignment;
- allow the applicants to retain the benefits of resolution, rather than sharing the benefits with ICANN;
- lower the price paid by the buyer—the applicant with the highest bid; and
- compensate sellers—the applicants with lower bids—with a share of the buyer's payment.

About Cramton Associates

[Cramton Associates, LLC](#) has considerable expertise in designing and implementing auctions for many related items, including auctions where the auction proceeds are retained by the participants.

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Participants are asked to attend the entire day-long event from 8:30am to 5pm. A continental breakfast will be available at registration at 8:30am. The conference will provide:

- an overview of the Applicant Auctions,
- a nearly full-scale mock auction to actively learn how the auction works, see the auction platform, and discuss auction issues,
- a panel of experts and stakeholders, and
- an open discussion.

[Please register online](#). Space is limited, so please register soon. We also recommend that you stay at the [JW Marriott Santa Monica](#), which is on a beautiful beach, rather than at LAX. Reservations are available online (currently \$249.95) or call Beth at +1 310 899 6111 and mention Cramton Associates (\$289).

Please follow the latest updates on Twitter [@ApplicantAuc](#).

Schedule, Tuesday, 18 December 2012

Time		Event	Speakers
0830 – 0900	8:30 – 9 am	Registration and breakfast	
0900 – 0915	9 – 9:15 am	Welcome	Peter Cramton
0915 – 1030	9:15 – 10:30 am	The Applicant Auction	Peter Cramton
1030 – 1100	10:30 – 11 am	Morning break	
1100 – 1230	11 – 12:30 pm	Mock auction	Applicants
1230 – 1330	12:30 – 1:30 pm	Lunch break	
1330 – 1445	1:30 – 2:45 pm	Mock auction (continued)	Applicants
1445 – 1500	2:45 – 3 pm	Legal, contracts, and financial	Dan Peterson
1500 – 1530	3 – 3:30 pm	Afternoon break	
1530 – 1700	3:30 – 5 pm	Final panel and wrap-up	Ray King, John Matson, Paul Stahura, and Div Turakhia

Directions LAX to JW Marriot Le Merigot, 1740 Ocean Avenue (9 miles, 20 minutes)

