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 three such auctions in April, July, 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 April, June, and 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;
- 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.

**Applicant Auction Workshops, April 7 and 10, Grand Hyatt Beijing at Oriental Plaza**

Three half-day workshops are planned. Applicants can participate in one or multiple workshops. Each workshop 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, and
- an open discussion.

Please register online.

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

**Schedule for Workshops, Grand Hyatt Beijing, Drawing Room II**

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<th>Workshop</th>
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<tr>
<td>Session 1</td>
<td>Sunday, 7 April</td>
<td>1300 – 1700</td>
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<td>Session 2</td>
<td>Wednesday, 10 April</td>
<td>0830 – 1230</td>
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<td>Session 3</td>
<td>Wednesday, 10 April</td>
<td>1300 – 1700</td>
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Please bring your notebook or tablet to participate in the mock auction.
Directions to Grand Hyatt Beijing from Beijing International Hotel

Head West, 900 meters to 1 East Chang’an Ave