



Neuernet/

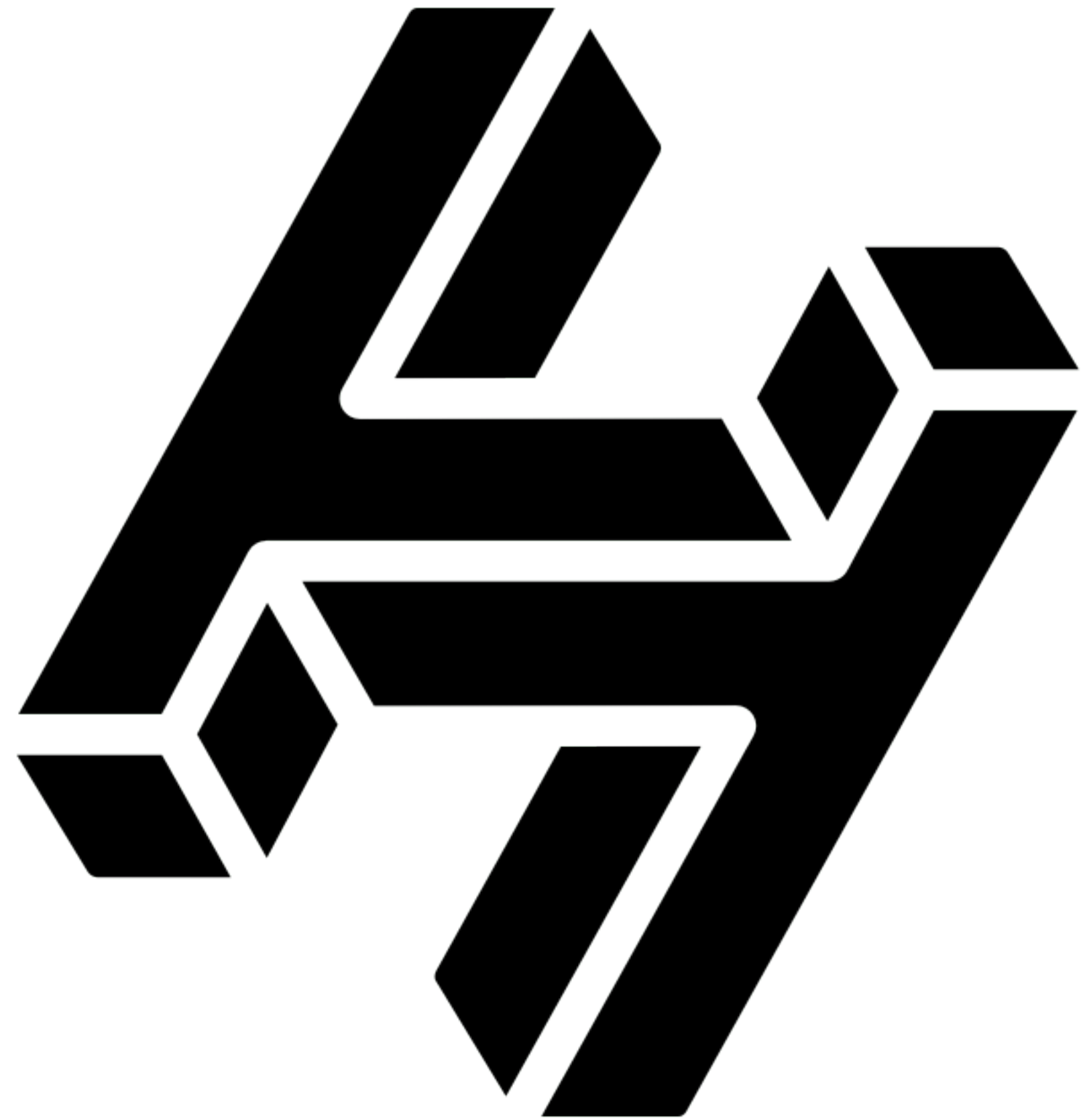
Registries, Registrars, and You: How to make the most of your TLD

(and other considerations)

Presentation by Paul Anthony Webb for HandyCon 2022

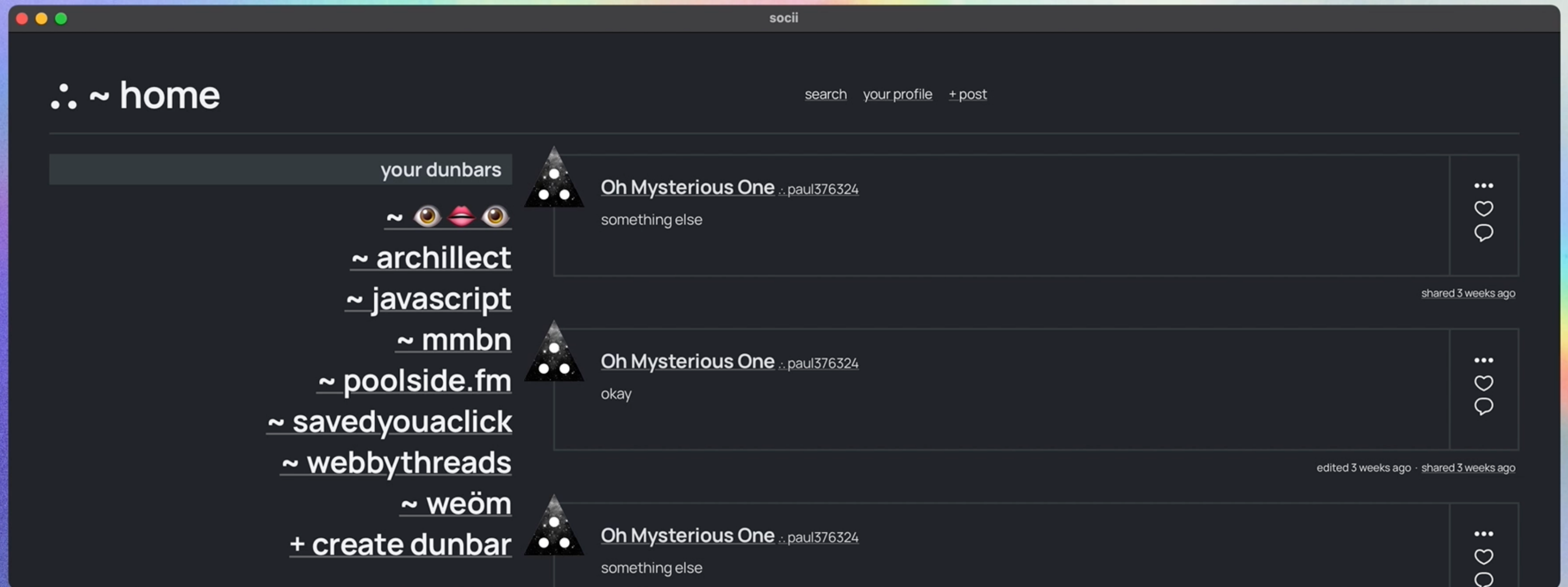


The origin of NetOperator Wibby



Come for the security

Stay for the auctions



socii will return...on socii/





The opportunities that Handshake presents

Part I



ICANN

Domain O.G.s in the Handshake community

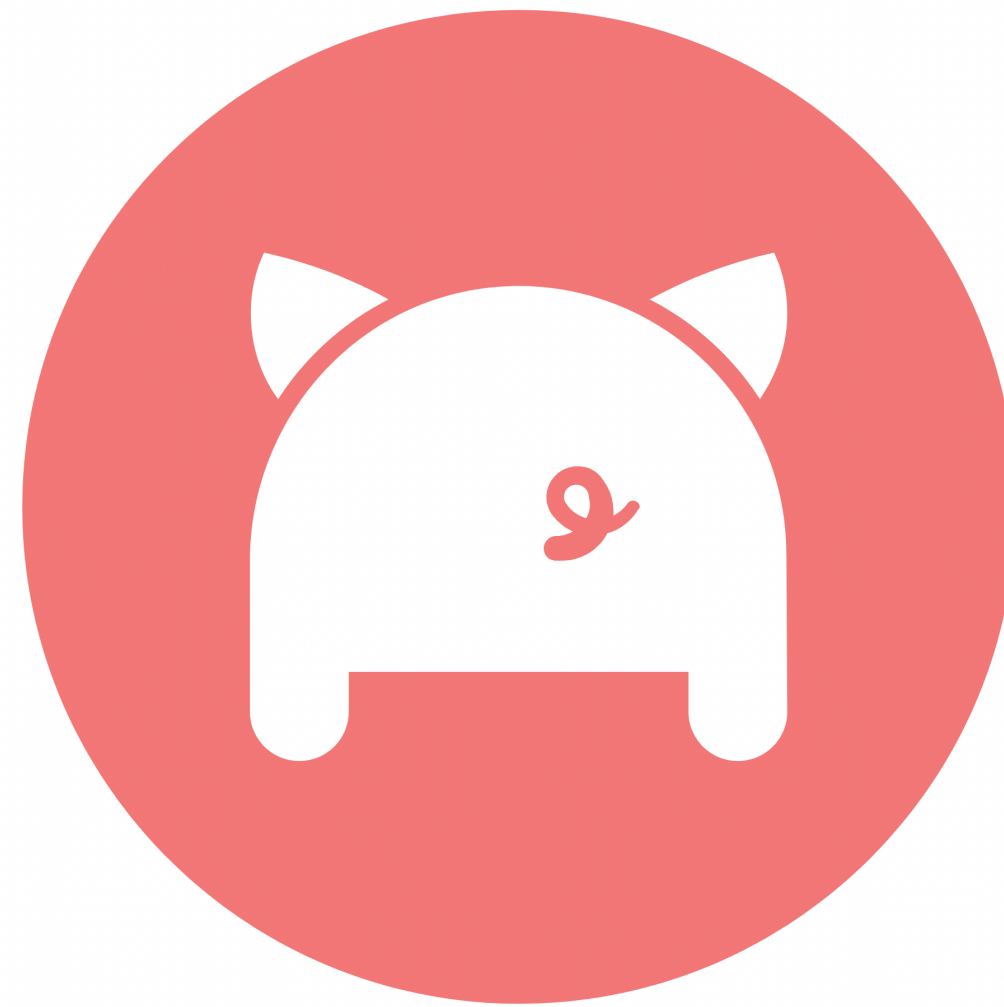


Tom Barrett
Encirca



Jothan Frakes
NamesCon

ICANN-accredited registrars supporting Handshake



https://www.namebase.io/domains/flyfish

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.flyfish | Handshake top-level domain | Namebase

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namebase

Dashboard

Domain search

About HNS

Buy/Sell HNS

Support

Earn HNS

← Domains

flyfish/

is for sale by owner

+

Add to watchlist

Buy now

889.00 HNS

Review & Purchase

Make an offer

Bid history

Bid	Date	Bid amount + added blind	Lockup amount
04	02 Apr 2021	0.89 HNS + 4.11 HNS	5.00 HNS

Domains for the Flyfishing Community

- app.flyfish
- chat.flyfish
- mail.flyfish
- video.flyfish

Action domains:

- experience.flyfishing
- learn.flyfishing
- watch.flyfishing

TLDs for a real-estate working group/co-op

- architecture/
- construction/ (reserved for ICANN)
- electrical/
- landscape/ and landscaping/
- sustainability/

Alternative payment structures

- Why make domain renewals happen annually?
 - Why not monthly, or bi-monthly?
- What would temporary domains look like?
 - SEO would be in shambles, but YOLO.
- What if instead of selling domains on your TLDs, you held Vickrey-style auctions?
- What if you made domains free?



Potential Pitfalls and Certain Considerations

Part II

Names best suited for personal projects

07d0eb/

bchfrnt/

g3niu5/

innaco/

Names that are useful for most people

bald/

editor/



zaddy/

postseason/

monochrome/



Search Twitter



2:01 PM · Mar 15, 2022 · Twitter Web App

6 Retweets **25 Likes**



Thanks for the last-minute screenshot, hehe!



https://www.namebase.io/domains/airwick

.airwick | Handshake top-level domain | Namebase

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← Domains

airwick/

is for sale by owner

+

Add to watchlist

Buy now

100,000,000.00 HNS

Review & Purchase

Make an offer

?

Reserved for @airwickus — http://airwick/ — http://airwick.hns.to — DM @NetOpWibby to claim, free of charge!

Bid history

Bid	Date	Bid amount + added blind	Lockup amount
04 (You)	30 Sep 2020	50.00 HNS + 0.00 HNS	50.00 HNS

Bid	Date	Bid amount + added blind	Lockup amount
01 (You)	24 Feb 2021	0.10 HNS + 0.30 HNS	0.40 HNS

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https://www.namebase.io/domains/xn--beyonc-gva

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.xn--beyonc-gva | Handshake top-level domain | Namebase

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👤

← Domains

xn--beyonc-gva/ (beyoncé)

is for sale by owner

This punycode domain is an [Alt/IDNA].
[Learn more](#) about punycode (emoji) names.

+

Add to watchlist

Reserved for @Beyonce — http://beyoncé/ — http://beyoncé.hns.to — DM
@NetOpWibby to claim, free of charge!

Sale history

1

Date

Price

Buy now

100,000,000.00 HNS

Review & Purchase

https://www.namebase.io/domains/butterball

.butterball | Handshake top-level domain | Namebase

+

Dashboard

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← Domains

butterball/

is for sale by owner

+

Add to watchlist

Buy now

100,000,000.00 HNS

Review & Purchase

Reserved for @butterball — http://butterball/ — http://butterball.hns.to —
DM @NetOpWibby to claim, free of charge!

Bid history

Bid	Date	Bid amount + added blind	Lockup amount
02 (You)	17 Feb 2021	5.00 HNS + 0.00 HNS	5.00 HNS

https://www.namebase.io/domains/deusex

.deusex | Handshake top-level domain | Namebase

namebase

Dashboard

Domain search

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Domains

deusex/

is for sale by owner

Add to watchlist

Reserved for @deusex — http://deusex/ — http://deusex.hns.to — DM @NetOpWibby to claim, free of charge!

Bid now

100,000,000.00 HNS

Review & Purchase

Bid history

Bid	Date	Bid amount + added blind	Lockup amount
02 (You)	02 Sep 2020	100.00 HNS + 0.00 HNS	100.00 HNS

← Domains

emmy/
is for sale by owner

+ Add to watchlist

Buy now **100,000,000.00 HNS**

Review & Purchase

Reserved for @emmy — <http://emmy/> — <http://emmy.hns.to> — DM
@NetOpWibby to claim, free of charge!

Sale history

1

Date	Price
06 Aug 2021	99.00 HNS

https://www.namebase.io/domains/httpie

.httpie | Handshake top-level domain | Namebase

namebase

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Domains

httpie/

is for sale by owner

Add to watchlist

Reserved for @httpie — http://httpie/ — http://httpie.hns.to — DM
@NetOpWibby to claim, free of charge!

Bid history

Bid	Date	Bid amount + added blind	Lockup amount
02	09 Jan 2021	1.00 HNS + 0.00 HNS	1.00.. HNS

Buy now

100,000,000.00 HNS

Review & Purchase

← Domains

lunchable/

is for sale by owner

+ Add to watchlist

Buy now **100,000,000.00 HNS**

Review & Purchase

Reserved for @RealLunchables — <http://lunchables/> —
<http://lunchables.hns.to> — DM @NetOpWibby to claim, free of charge!

Sale history

1

Date	Price
04 Apr 2021	155.00 HNS

Bid	Date	Bid amount + added blind	Lockup amount
06 (You)	18 Feb 2021	50.00 HNS + 0.00 HNS	50.00 HNS

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🛡️🔒https://www.namebase.io/domains/poolsuite

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.poolsuite | Handshake top-level domain | Namebase

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namebase

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👤

← Domains

poolsuite/

is for sale by owner

+

Add to watchlist

Buy now

100,000,000.00 HNS

Review & Purchase

Reserved for @poolsuite — http://poolsuite/ — http://poolsuite.hns.to — DM @NetOpWibby to claim, free of charge!

Sale history

1


Date	Price
24 Aug 2021	135.00 HNS

https://www.namebase.io/domains/xn--yonc-epa

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.xn--yonc-epa | Handshake top-level domain | Namebase

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← Domains

xn--yonc-epa/ (yoncé)

is for sale by owner

This punycode domain is an [Alt/IDNA].
[Learn more](#) about punycode (emoji) names.

+

Add to watchlist

Reserved for @Beyonce — http://beyoncé/ — http://beyoncé.hns.to — DM
@NetOpWibby to claim, free of charge!

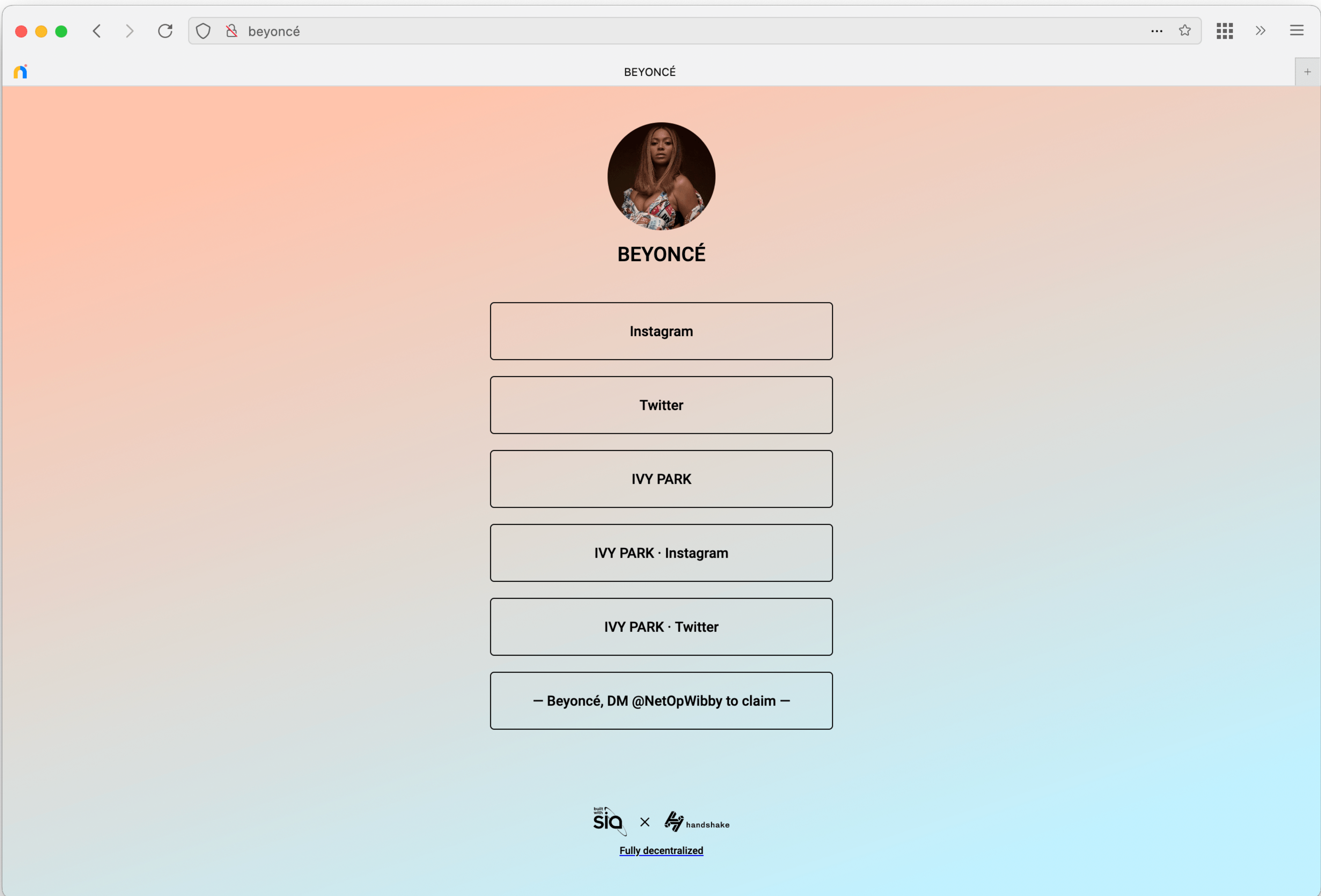
Bid history

Bid	Date	Bid amount + added blind	Lockup amount
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Buy now

100,000,000.00 HNS

Review & Purchase



“free”

What happens when new tech emerges?

Us Wow, this tech is amazing! It (or some aspect of it) should be free!

Criminals



An aerial, black and white photograph of a rugged coastline. The image shows dark, jagged rock formations meeting the sea. White foam from breaking waves is visible along the shore, creating a stark contrast with the dark rocks and water. The perspective is from directly above, looking down at the coastline.

What are Neuenet and beachfront/ doing?

Part III

Steal these ideas

The TLDR Act

Introduced by: Congresswoman Lori Trahan, Senator Bill Cassidy, Senator Ben Ray Luján

It is the purpose of the *TLDR Act* to —

- (1) Inform consumers of how their data is collected and used.
- (2) Empower consumers to compare simple and standardized terms-of-service summary statements across different websites and apps.
- (3) Facilitate independent oversight and study of terms-of-service contracts, including data collection, legal liabilities, and data sharing with third parties.

The ***Terms-of-service Labeling, Design, and Readability Act*** or the “***TLDR Act***” accomplishes these purposes by:

Requiring commercial websites and mobile apps to create summary terms-of-service statements.

- Summary statements must be concise, easy to understand, machine-readable, and located at the top of the existing terms-of-service page.
- Summary statements must include:
 - The categories of sensitive consumer information collected and whether that data is necessary for basic functioning of said service;
 - Whether a consumer can delete their data, and if so, provide instructions on how;
 - The legal liabilities of a consumer using the service, including their rights to their content, mandatory arbitration, and class action waivers;
 - A change log; and
 - A list of reported data breaches from the past three years.
- Small businesses are exempt from these requirements.
- The Federal Trade Commission will promulgate rules regarding the requirements for these summary statements.

Requiring that full terms-of-service contracts are tagged using a markup language like XML, to facilitate independent analysis of terms.¹

beachfront/

beachfront/

H A M M O C K

acapella/

acappella/

doomscroll/

goodscroll/

• inasmuch/

• insomuch/

jargon/
technobabble/

lewk/

lewks/

lefty/
righty/

lunch/
dinner/

param/

params/



shindeiru/
shinderu/

webbrowser/

webbrowser/



Thank You for Watching!

Neuenet Team



paulwebb/



jamartorres/

Links

ICANN domain

- neuenet.com

Handshake domain

- registry.neuenet/

Twitter

- @Neuenet
- @beachfront_

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- neuenet.com/data/handycon-2022-presentation.pdf