

dotCANNABIS – Digital Identity for the Cannabis Industry

Prepared by Alexander Schubert, dotCANNABIS, LLC in November 2019

Trust, Identity, Intuitive Visibility

dotCANNABIS, LLC will submit an application for the domain extension ‘.cannabis’ at ICANN. Internet domain names like ‘www.DENVER.cannabis’ or ‘www.AURORA.cannabis’ will become available to authenticated, eligible members of the CANNABIS community by 2022.

dotCANNABIS, LLC (Colorado) is designed to be a Cannabis Industry stakeholders-group funded, owned & governed, public-benefit effort to secure the domain extension ‘.cannabis’. The identity of all domain name owners will be authenticated (validated) by relevant business associations or our own authentication provider to guarantee that .cannabis domain owners live up to certain industry standards. ‘.cannabis’ domains will serve as trust label for aiding the Internet user to more easily & intuitively identify websites of genuine, legal members of the Cannabis Industry; thus creating trust, identity and intuitive visibility. A Trusted Digital Identity for the Cannabis Industry – only for eligible & validated members of the industry! Crucial especially once government regulations vanish – and established member of the industry want to differentiate themselves from non-members.

The project requires US \$3 Million in total funding in order to foster endorsements and support from all relevant Cannabis Industry constituencies (associations, local & state governments, media, brands, Industry players), covering ICANN application-related expenses, management & overhead costs as well as the launch of the domain extension - the ‘.cannabis’ registry.

Supervised and driven by industry associations cannabis businesses (brands, growers, dispensaries, doctors) will be able to claim their exact match ‘.cannabis’ domain name for 2 years at no cost to create a “trend” in the cannabis business community. Thereafter we will charge an annual registration fee of minimum US\$ 150 (tiered price model – depending on market size of the registrant). Special attention will be given to the big number of city name based ‘.cannabis’ premium domains.

‘.cannabis’ is designed to be a well-regulated and managed resource for the Cannabis community – a Digital Identity & Trust Label

for the Cannabis Industry.

Alexander Schubert, Berlin, Germany

- Co-founder of the 2012-round new gTLD applicant for “.berlin” (example being www.alexander.berlin)
- Project lead for ‘.airport’ & ‘.denver’: dotAIRPORT.com & dotDENVER.org
- Active participant at ICANN since 2004 (they assign domain suffixes)
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