



String Similarity Assessment of Reserved Names

Version 2: Prepared for Discussion with the SubPro Implementation Review Team
10 September 2025



Background

- **String similarity evaluation is conducted to make sure that two confusingly similar strings are not both delegated into the Root Zone, with “[t]he objective ... to prevent user confusion and loss of confidence in the DNS resulting from delegation of many similar strings”, as noted in [2012 AGB](#), section 2.2.1.1.**
- In the 2012 new gTLD round, the AGB required checking for string similarity with existing TLDs, *Reserved Names* (e.g., ICANN, IANA, called Top-Level Reserved Names List), one- or two-char ASCII, and applied-for strings.





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