

briefs • Councilmembers debate lobbyist disclosure forms **Page 2**

briefs • City Council may modify how it collects development fees **Page 3**

briefs • Fire damages Wallace Ridge home **Page 4**

Beverly Hills Weekly

ALSO ON THE WEB
www.bhweekly.com

SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

Issue 731 • October 3 - October 9, 2013

**OUR
14th
Anniversary**

Beverly High Alumni Inducted into Hall of Fame

Honorees discuss how Beverly High influenced their lives



cover story • pages 8-9

people & profiles

Daniel Negari Founder of “.XYZ” and 2003 Beverly High Graduate



Tell us about the domain extension you own, “.xyz”?

A domain extension is a global top level domain (gTLD), so something similar to “.com.” “.Xyz” is a top level domain for every website everywhere. We end the alphabet with x-y-z, so we end the domain name the same way. “.Xyz” is my latest start up. I’ve been approved by ICANN [Internet Corporation for Assigned Names and Numbers] to run the registry. I am the youngest owner of a registry to date, and it’s just a really exciting time.

Why is this important?

There is currently 130 million “.com” and “.net” domain names registered, so if you want to register a “.com” domain name today, you’re probably going to be stuck with registering a three or four word [site] that might have dashes in it or numbers and might not accurately describe your product or service that you’re trying to advertise online. With the introduction of “.xyz”, it’s really providing a fresh start to the internet where people will be able to register the “.xyz” of their choice that will appropriately represent the product, service, blog or whatever you want to do online.

How did you get involved with purchasing domain extensions?

I’ve always been interested in domain name extensions. I first met somebody who made a deal with the King of West Samoa to run “.ws” and after I met him, I had the idea of starting my own domain extension. That was back in around 2006 and since then I’ve been following up with ICANN, which is the company that approves people to run new domain name registries. I was

waiting for them to open up the program to allow for people to apply for new top level domains and when the opportunity came, I applied for three. I’ve currently secured two and I have one more pending. It’s kind of a life passion of mine where I always wanted to have a chance of changing the face of the internet. I wanted to have the opportunity to really give internet users around the world, regardless of when they came online, an opportunity to really secure an online identity that will easily represent them.

What is the process like?

ICANN was set up in 1998. Since then they’ve been trying to open up the new generic top level domain program. There were a lot of delays, mainly because VeriSign didn’t want other top level domains out there because they didn’t want competition for “.com” and “.net.” [The program] finally made its way through a couple of years ago. I worked hard on my application – it was a 300 page application or so. I didn’t sleep for three days right before the deadline and I got it out there. It was a very detailed application. You had to have certain technical requirements met in order to apply. There is a \$185,000 application fee towards approving the application and there really was no timetable as to when you could or could not get approved. It has been a few years pending. Since, my applications have been approved and right now, I’m in queue to get a contract signed and do delegation testing, and ultimately, be able to add “.xyz” to the root zone files, which is the way the entire internet works. Sometime early next year, we should be able to see “.xyz” in the zone files. When that occurs, we will then be able to sell “.xyz” domains directly and through the popular registrars in the world, like godaddy, etc.

You have “.college” too?

Yes, “.college” is another top level domain name that I’ve secured. It’s really the first unrestricted education-oriented domain extension and I’m targeting educational institutions as well as companies who might be looking to create a training program on a “.college”. A company like McDonald’s might want to use “McDonalds.college” as the website to host their training programs and/or recruiting programs to recruit college students. High school students can have a chance to register their name “.college” as an online presence as they’re applying to colleges to differentiate themselves from the pack. “.Edu” is the other education-related domain exten-

sion. In order to get a “.edu,” you have to be an accredited post secondary institution by the United States Department of Commerce. Even if you have that, you’re only allowed to have one domain name. USC has “usc.edu” but USC has a lot of colleges. Many times, [the colleges] are forced to use sub-domains to represent those websites where now they can actually have their reflective “.college.” Now, maybe Boston College will register “boston.college”, so it’s really an exciting opportunity and just to have the foresight to be the person that brings that to the internet really is exciting.

You mentioned you had a domain extension pending. Which one is that?
“.now”

What would “.now” be used for?

“.Now” is for anything instant [and] direct response related. I actually am in a contention set with that one. My application has been approved. However, there were six applicants total that have all been approved and at this point, I’m going to an auction to compete [for “.now.”] For example, Amazon is one of the other people who applied for it. To give you an idea of this top level domain program, Google applied for 100 top level domains. Amazon applied for 79 top level domains. It’s a great opportunity because I’m now kind of mingling with some of the largest technology companies in the world. At 27 years old, I have an opportunity to compete with multi-billion dollar companies.

When did your interest in entrepreneurship begin?

I’ve been an entrepreneur my whole life. I can’t remember the day I wasn’t trying to do something to make money. It comes back to maybe when I was selling or trading basketball cards when I went to Hawthorne School. One of my first entrepreneurial moments was when I was trying to register domain names back at Hawthorne School when I was 12 in the computer lab. I started my first business where I was custom making computers for friends and family. At that time, I had a pager and printed up flyers. My whole life I’ve always loved business and being successful and helping people get things and it’s really a great honor to be as blessed as I have been and to have the success that I’ve had. In general, I try to stay out of the media. More recently, because of the new top level domain program, I’ve decided to use my name to help promote the cause and ultimately try to bring awareness to the top level domains that I’m going for, especially “.xyz” because ultimately I think I have a chance to go after “.com.”

It might be a long term plan of mine. It could be 30, 40 years from now to where I can get to a point where internet users will start to think of “.xyz” before “.com.” My goal is that in the next few years, people will think of “.com,” “.net,” and “.xyz” when it comes to the order in choice of registering the domain

name of their product. Maybe as time goes on, they’ll think of “.com” [then] “.xyz.” Hopefully, one day people will just think of “.xyz.”

What else are you involved in?

I have an advertising agency. We are one of the larger advertisers on Google and Yahoo. We have a web development company where we build high-end web properties. I have a domain name company. I also have some real estate investment companies. I used to be a real estate broker, but I’ve since moved on. I actually gave that business to my mom who is now the owner of that company. I’m no longer involved in that but I am still involved in real estate investments, personally.

What do you expect for “.xyz” in the future?

Trademark holders will have an opportunity to register first through a sunrise phase. That should be sometime early next year in the first quarter and open registration should start sometime in the second or third quarter of next year. We’re currently working timelines with ICANN, so we don’t have exact dates yet. We do have projections. We’re planning on getting a million registrations our first year

What are your personal goals for the future?

I’m really looking to create competition, innovation and choice for internet users around the world. I really want to change the face of the internet. This is one step towards accomplishing that grander scheme. It’s really hard for a business to come online today and get a domain name that properly represents them. All of the domain extensions that have previously been available are specific for certain groups. There’s never been a generic extension that’s been intended to be for everyone around the world. “.Com” was actually meant for commercial institutions; “.net” was meant for networks; “.org” was meant for nonprofit organizations. When you look at where we are today, “.com” and “.net” are used for everyone.

Did you have any experiences at Beverly High influence your career?

I grew up in Beverly Hills. I went to Hawthorne from Kindergarten to eighth grade, then I went to Beverly High, and I subsequently went to USC. There have been lots of positives that have come from all portions of my education.

Do you live in Beverly Hills now?

I live in both Las Vegas and Beverly Hills. I have 25 people or so that work in our Beverly Hills office and we’re just getting our Vegas operation up and running and I hope to have 100 people there over the next few years for “.xyz.”