Registrar Technical Implementation

Overview
This one-page document outlines how a registrar can forward their expired domain traffic through to ParkLogic. An online report is available via the ParkLogic interface that lists the profitable domains that can form the basis of a growing revenue stream for the registrars O&O portfolio.

ParkLogic Registrar Accounts
The registrar will need to apply for two ParkLogic accounts:
1. For the Owned and Operated (O&O) domains.
2. Expiring domain names

Technical Implementation
There are two technical solutions to forwarding domain traffic to ParkLogic.
1. Unique NameServers
ParkLogic will provide a unique nameserver for each of the O&O and the Expired domains accounts. When a domain’s DNS is set to the appropriate nameserver it will be automatically added to the correct account with no further intervention required by the registrar. There can only be one unique nameserver per ParkLogic account.

An example unique nameserver may look like ns1.XXX.parklogic.com.

2. DNS template
If the registrar has multiple brands, ParkLogic will provide a DNS template with a series of CNAMEs for routing the traffic for each brands domains into a separate portfolio within their ParkLogic account.

An example DNS template will be like the one below:

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>@</td>
<td>CNAME</td>
<td>pltraffic6.com.</td>
</tr>
<tr>
<td></td>
<td>CNAME</td>
<td>...</td>
</tr>
</tbody>
</table>

The ‘@’ represents the domain being configured and should be a CNAME to the template domain. The ‘*’ represents a wildcard subdomain and it should also be a CNAME to the template domain. The sbudomains ‘ww1’ to ‘ww30’ are CNAMEs pointing to the matching wwXX subdomain of your template domain.

Questions
Any questions should be directed through to your ParkLogic account manager.