

BLOCKCHAIN DOMAIN WALKTHROUGH

Speakers

1. Debbie Muzarol - Director of Operations: EnCirca
2. Tom Barrett - President: EnCirca

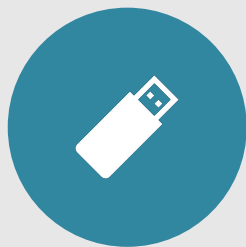
What We're Covering

- Four Main BlockChain Options
- Discussion of ICANN vs Blockchain options
- Blockchain Wallets and adding Coins
- Step by Step for Registering Domains on:
 - ETH (Ethereum)
 - Unstoppable
 - Handshake (Namebase)
 - Handshake (Impervious)
- Options for Viewing Domains
- Overarching Issues
- FAQs

FOUR MAIN BLOCKCHAIN DOMAIN OPTIONS



.ETH



UNSTOPPABLE



HANDSHAKE



IMPERVIOUS

Compare gTLD launch with Blockchain

Remember the questions about new gTLDs? And even further back, the first TLDs?

- Why is this needed?
- How does this work?
- What do I need to do as a trademark owner?
- Now that I own a gTLD, what do I do with it?

Getting in on the ground floor of owning a gTLD was great for branding and security. Same with Blockchain domains.

ICANN vs BLOCKCHAIN

- ICANN domains can be seen on regular browsers and DNS
- Only 2nd level domains available to register for individual use
- Registrant and owner traceable via Registrar's registrant and customer info
- Unitary root with laws and policies

- Blockchain domains must use special browsers or DNS
- For example Brave or Beacon browser (my current favorite), NextDNS,
- Registrant information is hidden on the blockchain and not readily ascertained
- No unitary root with no laws and policies

What can you Register and Where?

- **.ETH (Ethereum)**– 2nd level domains on Ethereum: encirca.eth.
- **Unstoppable** - Uses Polygon, a level 2 chain on Ethereum
9 domains for 2nd level registration encirca.crypto)
- **Handshake (Namebase)** - a fork of Bitcoin
TLDs to buy (.encirca) via auction
2nd level domains to sell from a staked TLD (debbiemuz.blockchain)
1,500 of the 6 million TLDs are selling domains
- **Impervious** - cross-chain integration of Handshake and Ethereum
26 names for 2nd level registration (always.forever)

Questions

Wallets (1)

Types of Wallets

- **Hard “cold” custodial storage (Trezor, Ledger)** – usually has to be plugged into a computer to exchange coins/domains. Can be stored offsite for greater security.
- **Online custodial wallet to log into websites (Metamask)** – can add as many wallets as you have, both hard and online. Has a Chrome extension for ease of use.
- **Online “hot” non-custodial storage (Coinbase)** – online cloud option.
(Not Your Keys, Not Your Coins...)

Wallets (2)

Wallets are used for:

- Storing coins
 - Some wallets can only hold certain coins. For example, Metamask can hold multiple currencies, but not Handshake coins. A Bob Wallet is the best for those.
- Storing domains and nfts
- Storing personal data and granting access

Wallets (3)

Every transaction costs a fee:

- Registration
- Renewal
- Transfer
- Informational updates

When you update a domain, you are invoking the smart contract that decides what update to apply to the blockchain that holds the domain.

Along with the transaction fee, a gas fee is also charged. A gas fee is paid by a user to conduct a transaction or execute a smart contract on the blockchain. This fee is dependent upon the transaction's complexity as well as the current demand on the network.

Wallets - Crypto Exchanges (4)

If you're interested in buying cryptocurrency, you need to open an account with a crypto exchange. There are around 500 exchanges (so far).

- Gemini - <https://www.gemini.com/>
- Coinbase - <https://www.coinbase.com/>
- Crypto.com (app) - <https://crypto.com/us/app>
- Other options include Wyre, Transac, Moonpay

- <https://www.forbes.com/advisor/investing/cryptocurrency/best-crypto-exchanges/>

Wallets - Crypto Exchanges (5)

Being able to fund a crypto wallet is not a quick process (at least for U.S. citizens). There are multiple steps, most involving verification.

1. Add an account
 - a. Some crypto exchanges are not allowed in certain countries or states
2. Verify your information
 - a. Proof of ID
 - b. 3D Liveness Check or Selfie photograph
 - c. Address verification
 - d. Bank/income verification
3. Add fiat funds (USD) to the wallet
4. Buy crypto token as desired

Wallet Links

Cold Storage

Trezor: <https://trezor.io/>

Ledger: <https://www.ledger.com/>

Hot Storage

Metamask: <https://metamask.io/>

Coinbase: <https://www.coinbase.com/wallet>

Handshake

Bob Wallet: <https://bobwallet.io> [\(Instructions on how to download\)](#)

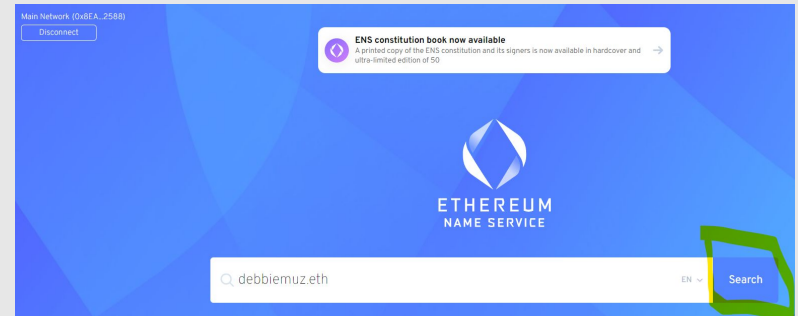
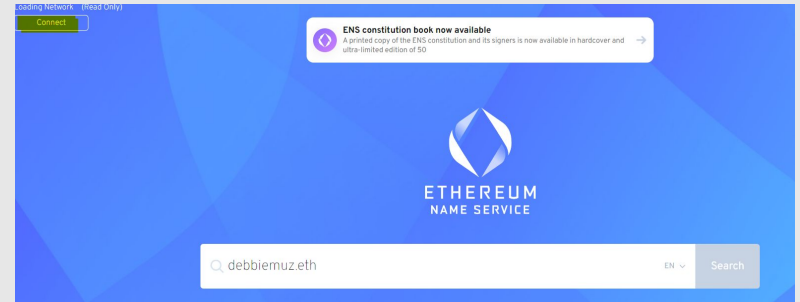
Blockchain and Wallet Questions

Step by Step

- Registering a domain
- Adding Domain to the blockchain
- Finding the domain on the blockchain
- Updating the domain
- Seeing the domain online

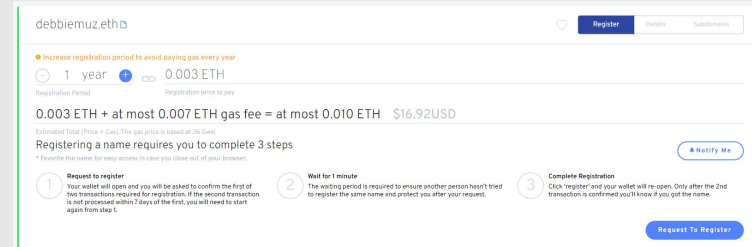
Registering an ETH Domain (1)

1. Go to <https://app.ens.domains/>
2. In order to search or register a domain, your Metamask or wallet must be connected
3. Also, make sure there is Ether in the wallet to register the domain.



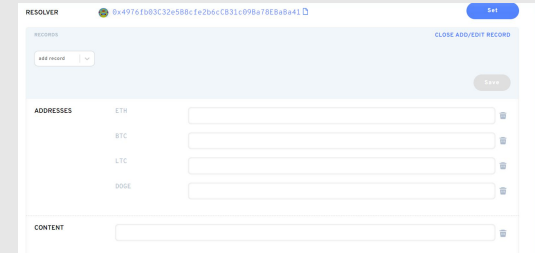
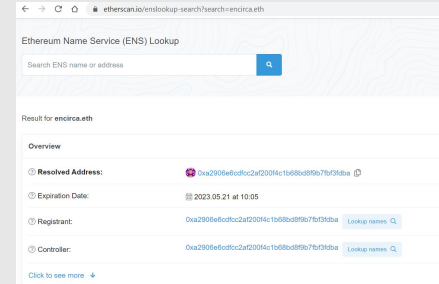
Registering an ETH Domain (2)

- Once you find a domain, you can register it.
- Once you begin the registration process, you will be asked to use your wallet to confirm registration and fees.
- Fees can also include the gas used to register the domain. Gas fees fluctuate so every registration may be a different price.



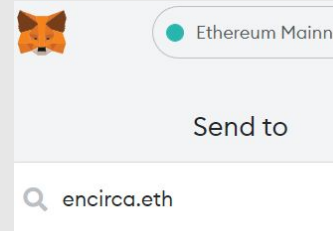
Registering an ETH Domain (3)

- Once the registration is completed, you can check your domain here:
<https://etherscan.io/enslookup>.
- Go back to <https://app.ens.domains/> to add records:
- Add a resolver. once you do, you'll see records below
You can use those records to determine what the .eth domain does:
 - map hash address to a user-friendly domain
 - forward an address to another address
 - build a website
- Finally, view the domain in a blockchain friendly viewer like Beacon.



Registering an ETH Domain (4)

1. Use the .eth domain to send currency without errors
2. Finally, upload IPFS files to add a website and view the domain in a blockchain friendly viewer (nameshare.eth)



Nameshare.com Site Coming Soon!

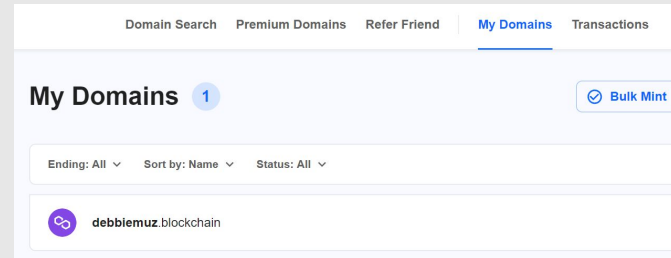
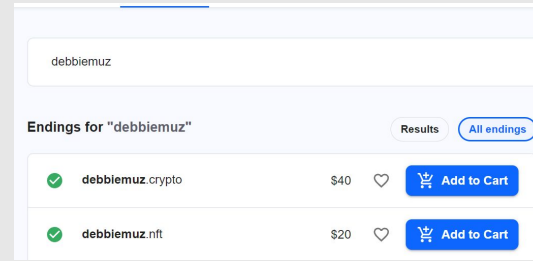
.ETH Registration Questions

Registering an Unstoppable Domain (1)

1. Go to <https://unstoppabledomains.com/search>
2. Unlike .ETH, you can use USD to register a domain, but you must have an account to register.
3. There are different processes to ordering a non-Trademarked vs a Trademarked domain.
4. Unstoppable has identified Trademarked domains and marked them as “Protected”
5. We will go through both processes to register a domain

Registering an Unstoppable Domain (2)

1. Registering an untrademarked do [https://unstoppabledomains.com /search](https://unstoppabledomains.com/search)
2. Search for a domain. You can search using all 9 tld endings.
3. Some domains may be premium or reserved.
4. Once you find your domain, you can login and check out.
5. Your new domain will be in the “My Domains” section.

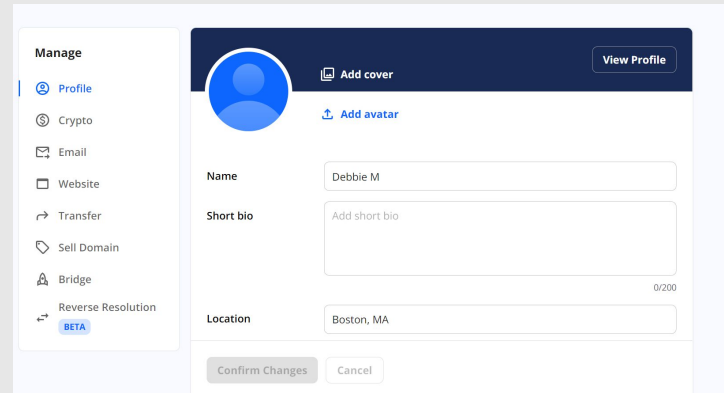


Registering an Unstoppable Domain (3)

1. If your domain is Trademarked, the search will be marked as “Protected”
2. Go to the form here and fill out the information:
<https://unstoppabledomains.com/tm>
3. Unstoppable will contact you to pay for your domain.
4. Once you have your trademarked domain, it will be added to your account.

Registering an Unstoppable Domain (4)

1. Once you've registered your domain, you need to mint it on the blockchain before your customers can see it.
2. Unstoppable uses the Polygon system and makes it easy to add your domain to the blockchain there.
3. Once it's been added, you can manage your domain from Unstoppable

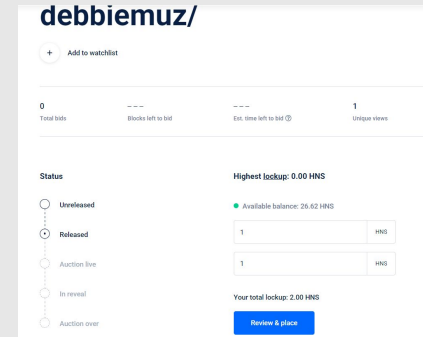


The screenshot shows a user profile management interface. On the left is a 'Manage' sidebar with options: Profile, Crypto, Email, Website, Transfer, Sell Domain, Bridge, and Reverse Resolution (marked BETA). The main area shows a profile card for 'Debbie M' with fields for Name, Short bio, and Location (Boston, MA). There are buttons for 'Add cover', 'Add avatar', 'View Profile', 'Confirm Changes', and 'Cancel'.

Unstoppable Registration Questions

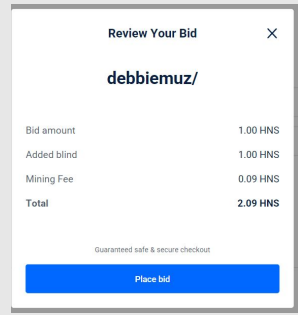
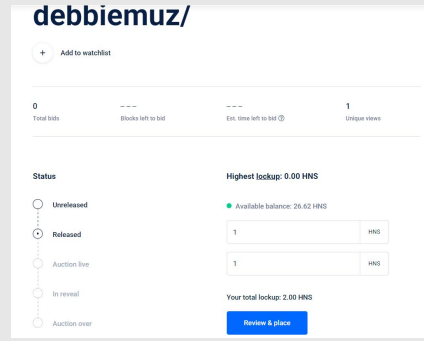
Registering a Handshake Domain (1)

1. Namebase is a marketplace for Handshake TLDs. it also enables “staking” to enable the selling of second-level domains
2. Most staked HNS TLDs offer SLD’s that use normal DNS
3. You must have an account with Namebase or be running a node to see the domains for sale/auction
4. You must also have Handshake HNS coins deposited in the account to pay for auction/transactions. You can use BTC or USD to buy Handshake coins for your NB account.



Registering a Handshake Domain (2)

1. In an auction process, you place a bid on an available TLD to register it.
2. You bid what you want to spend or make an offer to buy an already purchased domain.
3. Auctions take about 5 days to complete.
4. There is are aftermarkets for taken Handshake TLDs.



Registering a Handshake Domain (3)

1. Once you have a domain, you can make it live on the blockchain.
2. Go to the Namebase Dashboard and “Your Domains”.
3. Click “Manage” for instructions on adding DNS to make your domain live.
4. example: .encirca/ forwards to encirca’s Twitter page

Registering a Handshake Domain (4)

1. Go to the Namebase Dashboard and “Your Domains”. Click “Manage” for instructions on adding DNS to make your domain live.
2. You can also sell 2nd level domains. Go here: <https://www.namebase.io/registry/> to add your name, and determine your register and renewal price. There is a \$100 staking fee (and other restrictions). Once you stake your domain, your 2nd levels can be sold on registrar sites (like EnCirca)
3. You can move your domain to a custodial wallet, something like Bob Wallet.

Sell SLDs off your TLD

Earn income selling SLDs using your Handshake name.

[Learn more about the registry](#)

.C is already on track to generate **\$133,000** this year!

Here's a quick breakdown of the NB Registry. [Learn More.](#)

Earn income by staking your name

Your handshake name

webhero

Next

webhero/

Price per subdomain

10 USD

Your payout

You get **\$9.00** worth of HNS for each subdomain you sell.

Your sale price	\$10.00
Registry Fee	-\$1.00
Payout	\$9.00 in HNS

[How to use payout calculator?](#)

Renewal price per year

10 USD

Your payout

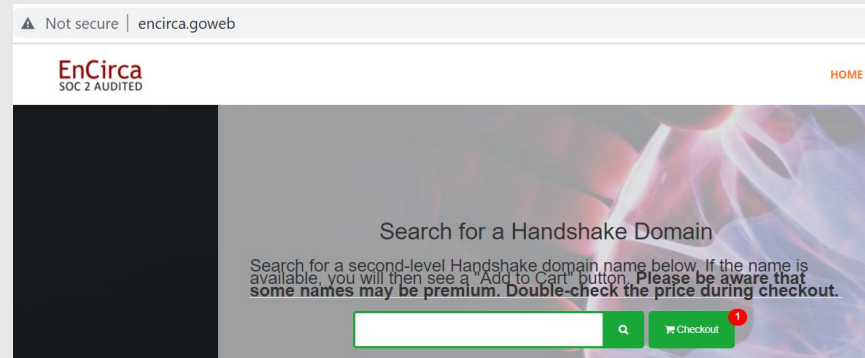
You get **\$9.00** worth of HNS for each renewal.

Your sale price	\$10.00
Registry Fee	-\$1.00
Payout	\$9.00 in HNS

[How to use payout calculator?](#)

Registering a Handshake Domain (5)

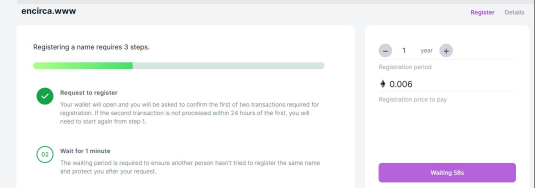
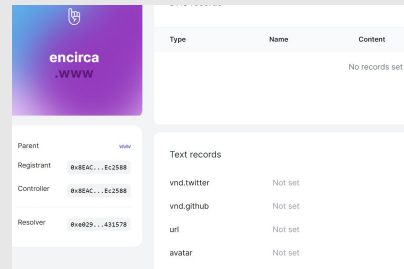
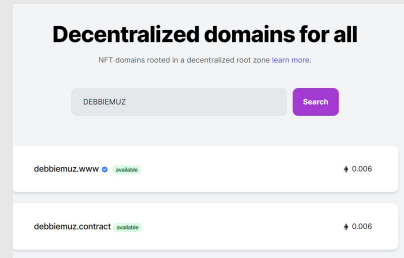
1. encirca.goweb/ was bought at EnCirca as a second-level domain.
2. We added DNS and a web hosting package
3. It is now live as a website



Handshake Registration Questions

Registering an Impervious Domain (1)

1. Impervious is a back-end registry platform for handshake TLDs with ethereum SLDs
2. Go to <https://registry.impervious.com/>
3. You must have a wallet with Ether in order to register a second-level domain
4. Once you register your domain, you can add DNS records.



Registering an Impervious Domain (2)

1. You can also stake domains (like you can with Namebase)
2. Again, fees and conditions apply.
3. You can then sell 2nd level 0n-chain domains.
4. <https://impervious.forever/>

.encirca View on explorer

Set the following records for ".encirca" on the Handshake root zone and make sure those are the **only records** set for the TLD. This will delegate DNS resolution to the registry and prove you own the name:

Type	Value
NS	0x06081C6B2B876EABDC41DFD3345e8Fa59588C02e_eth.
TXT	eth-claim:0x8EACaaB03003aED32e16126224cd7e8e5Eec2588

Note It usually takes around ~10 minutes for the update to be confirmed. Click 'Refresh' to see if you can continue to the next step.

Staking price: **0.157** + **%20** Of SLD Sales

HELP SUPPORT:

- ✓ %100 open source software.
- ✓ Integrations such as Beacon browser & Fingertp.
- ✓ Core Handshake development.

Refresh

Impervious Registration Questions

What to Do with Blockchain Domains?

1. ETH - Send/Receive currency to .ETH. domain (i.e. encirca.eth) Also, can add an IPFS file to make domain live (see nameshare.eth for website)
2. Unstoppable - Manage your domain at Unstoppable. Add IPFS File and send/receive currency (debbiemuz.blockchain)
3. Handshake - Add records and use regular DNS/hosting to view domains (encirca.goweb was made with regular DNS and a hosting package)
4. Impervious - Add records similar to .ETH (impervious.forever)

How to View Blockchain Domains (1)

1. Blockchain domains don't resolve on mainstream browsers without a plug-in
2. That means that you need to have a way to view domains on the blockchain
3. Options include
 - a. Browsers - Brave, Beacon, Opera
 - b. PLug-ins to mainstream browsers - Metamask, Fingertip
 - c. Local DNS - NextDNS - <https://nextdns.io/>
4. My perfect browsers?
 - a. Beacon - eth, impervious, handshake
 - b. Brave - unstoppable

How to View Blockchain Domains (2)

Some of the blockchain domains have options to use DNS and existing hosting packages.

However, most need to use IPFS for website hosting - <https://docs.ipfs.tech/install/ipfs-desktop/#windows>

Once you've installed IPFS, you can add html files. IPFS generates a code that you can add to your metadata that will enable the domain to show up online.

Viewing Blockchain Questions

Confused and Overwhelmed?

EnCirca has the solution:

1. Find out whether your trademarked names are taken or available on the blockchain. We search .ETH, Unstoppable and Handshake for your matching domains. Go here to order your pdf report today: <https://altroots.com>
2. Or, go to EnCirca to order domains with USD:
 - a. .ETH: <https://www.encirca.com/eth/>
 - b. Handshake: <https://www.encirca.com/handshake/>
 - c. Unstoppable: <https://www.encirca.com/unstoppable/>
 - d. Impervious: <https://www.encirca.com/impervious/>
3. Questions: contact us at support@encirca.com

Over-arching Issues

1. No blockchain unitary root (stay tuned)
 - a. Potential collisions with ICANN root (TBD)
2. No dispute and black-listing process (stay tuned)
3. Custodianship (evolving)
4. Mainstream Adoption & True decentralization (evolving)

Final Questions

Glossary of Terms (1)

Blockchain Domains

domain names minted on the blockchain which allow people to govern their own data, set their Web3 username, take control of their digital worlds, and harness the power of the internet.

- As address: a blockchain domain is an easy-to-remember address for sending and receiving crypto. Instead of having to copy and paste long, complicated crypto addresses like bc1qw508d6qejxtdg4y5r3zarvary0c5xw7kv8f3t4 you can simply type in a blockchain domain like brad.crypto, reducing the stress of sending your crypto to the wrong address.
- As website: create a non-censorable website. This website can be stored in a holder's wallet (much like any other NFT or cryptocurrencies).

Controller

address of entity who can handle the essentially handles the “day to day operations” of the domain. Can not transfer domain, but can update and renew.

Glossary of Terms (2)

Decentralized

a system that operates without the control of a central figure or authority, and replaces it with a distributed peer-to-peer network.

Gas

a fee paid by a user to conduct a transaction or execute a smart contract on the Ethereum blockchain. This fee is dependent upon the transaction's complexity as well as the current demand on the network.

Minting

the process of validating information, such as domain ownership, and registering that onto the blockchain.

Protected Domains

domains that are associated with a brand, organization, or notable person. Both Unstoppable and Impervious have reserved domains that are owned as trademarks. Registering these domains requires proof of tm ownership.

Glossary of Terms (3)

Records

this is where you can add the cool stuff to your domain. Put an address here so that when you put your domain name in a wallet, it points to this address. You can also put an IPFS content hash which when going to your domain in a web browser will pull up your website.

Registrant

can set the controller address, and transfer the registration to someone else. This is the ultimate owner.

Resolver

handles resolving (translating) the records put below such as what Ethereum address is tied to this domain. Should be set the public resolver which will be the default option when clicking the Set button.

Glossary of Terms (4)

Staking

the process of delegating your Handshake TLD to the Namebase or Impervious registry on Ethereum. This will enable you to sell centralized or decentralized second level domains on the registry.

Wallet

a software application or hardware device used to store the private keys to blockchain assets and accounts. Unlike a traditional wallet, a blockchain wallet does not actually store the coins or tokens themselves. Instead, they store the private key that proves ownership of a given digital asset.

- Cold Wallet: an offline device used to store cryptocurrencies. Cold wallets can be hardware devices or simply sheets of paper containing a user's private keys. Because cold wallets are not connected to the internet, they are generally a safer method of storing cryptocurrencies.
- Hot Wallet: a hot wallet is a wallet that is always connected to the internet; they allow you to store, send, and receive tokens. Hot wallets are linked with public and private keys that help facilitate transactions and act as security measures.

Glossary of Terms (5)

Wallet Address

also known as a public key, this is an alphanumeric code that serves as the address for a blockchain wallet, similar to a bank account number. Other users can send digital assets to your wallet via your public key, but only you can access your wallet's contents by using the corresponding private key.

Web3

the next iteration of the web, which leverages blockchain technology, open-source applications, and the decentralization of data and information. Web3 aims to remove control of the web from monopolistic tech companies, and return ownership of data and content to its users. Also referred to as the “read-write-trust web.”

Links (1)

Wallets

Trezor - <https://trezor.io/>

Ledger - <https://www.ledger.com/>

Metamask - <https://metamask.io/>

Bob - <https://bobwallet.io/>

Coinbase - <https://www.coinbase.com/>

ETH

ENS - <https://app.ens.domains/>

Etherscan - <https://etherscan.io/>

Unstoppable - <https://unstoppabledomains.com/>

Protected Brands -
<https://unstoppabledomains.com/tm>

Polygon - <https://polygonscan.com/>

Namebase - <https://www.namebase.io/dashboard>

Staking - <https://www.namebase.io/registry/>

Impervious - <https://registry.impervious.com/>

Staking - <https://registry.impervious.com/stake>

Forever - <https://foreverdomains.io/>

Badass - <https://badass.domains/>

Links (2)

Viewers

Beacon - <https://impervious.com/beacon>

Brave - <https://brave.com/>

Opera - <https://www.opera.com/>

NextDNS - <https://nextdns.io/>

IPFS - <https://docs.ipfs.tech/install/ipfs-desktop/#windows>

EnCirca

.ETH: <https://www.encirca.com/eth/>

Handshake:

<https://www.encirca.com/handshake/>

Unstoppable:

<https://www.encirca.com/unstoppable/>

Impervious: <https://www.encirca.com/impervious/>

Altroots - <https://altroots.com>