Kred Domain Guide

DNS ENS TLD

Powered by ENS and OpenSea

v2

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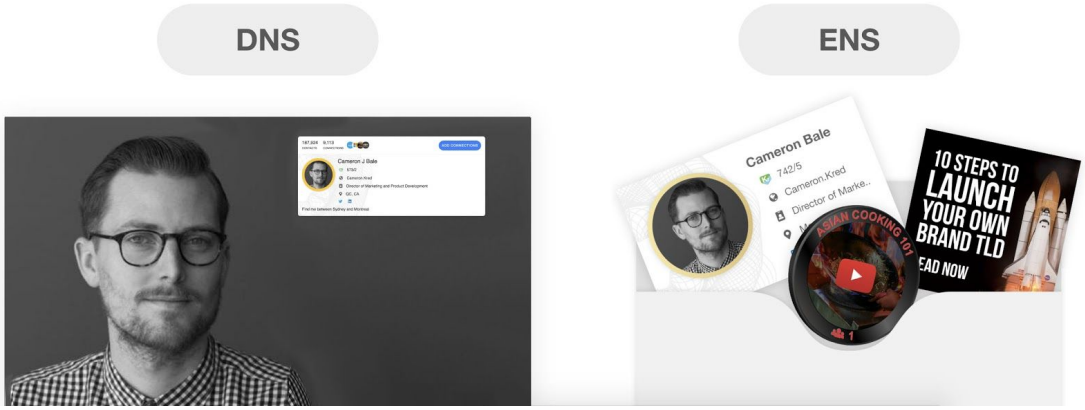
What can I do with a Kred Domain?

1. **DNS - Web online Identity**
   Use your .Kred Domain just like any other web address (link to a personal website, to your favorite social profile and more)

2. **ENS - Digital Wallets**
   Send and receive currency and digital assets using your .Kred domain instead of a complex wallet address



Cameron.Kred > DNS > **192.155.223.110**

Cameron.Kred > ENS > **0xFEbd7wn3nr..**

How are Kred Domains unique?

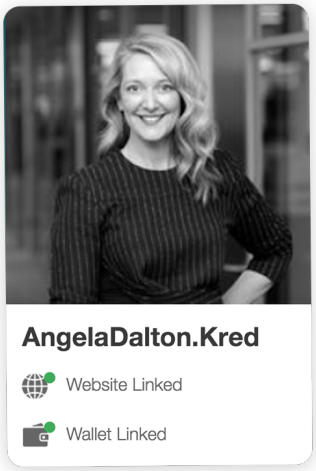
1. Kred Domains are managed by an Ethereum ERC721 Token (non-fungible token - NFT) that syncs both the DNS and ENS records associated with that name.

2. Easy Transfer - Controlling your Kred Domain via NFT means that the transfer of control of that domain can take place by simply passing the Token to the new owner's digital wallet.

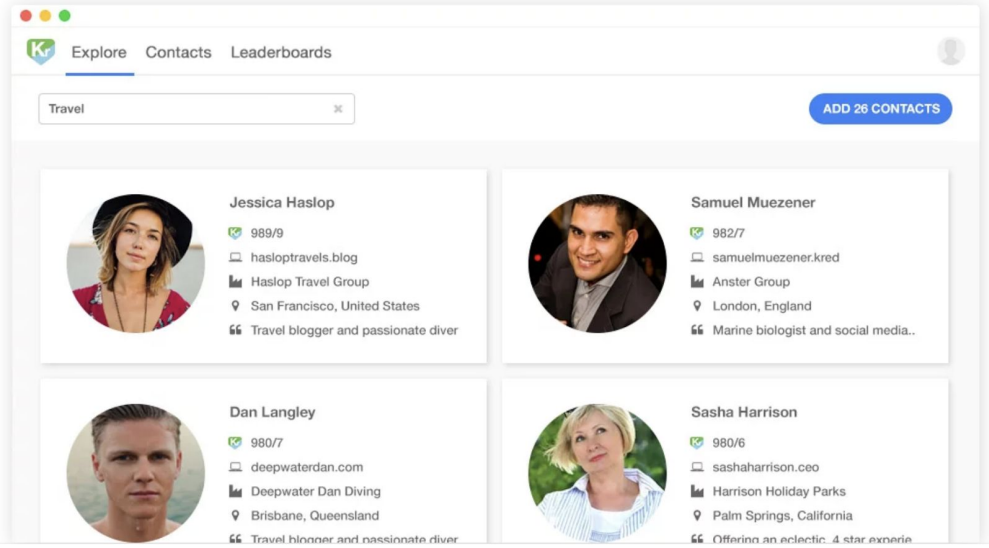
3. Ongoing Royalties are provided to the First Domain Owner (for transfers made on partner sites).

4. Along with every Kred Domain, .Kred offers:

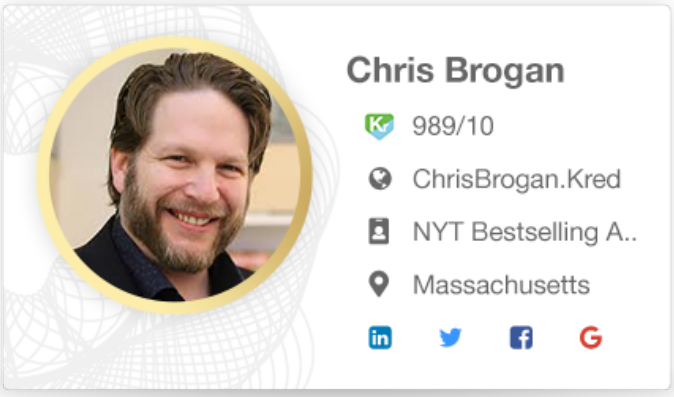
    a. **Kred Domain Token**
    Every .Kred Domain is registered on the blockchain with a unique Kred Domain Token. The ERC721 Kred Domain Token facilitates instant transfer of the domain. It captures the monetary and social value of its associated website.



b. **Kred's CRM and Leaderboards**
The Kred Influencer CRM helps you find and engage Influencers in your niche or industry. Leaderboards feature the most Influential personalities and brands in different Communities.



c. **Tokenized NFT Business Cards**
When registering a Kred Domain, you receive 10 NFT Business Cards. Your ERC721 Business Cards are synced with your profile settings and keep your information always up to date

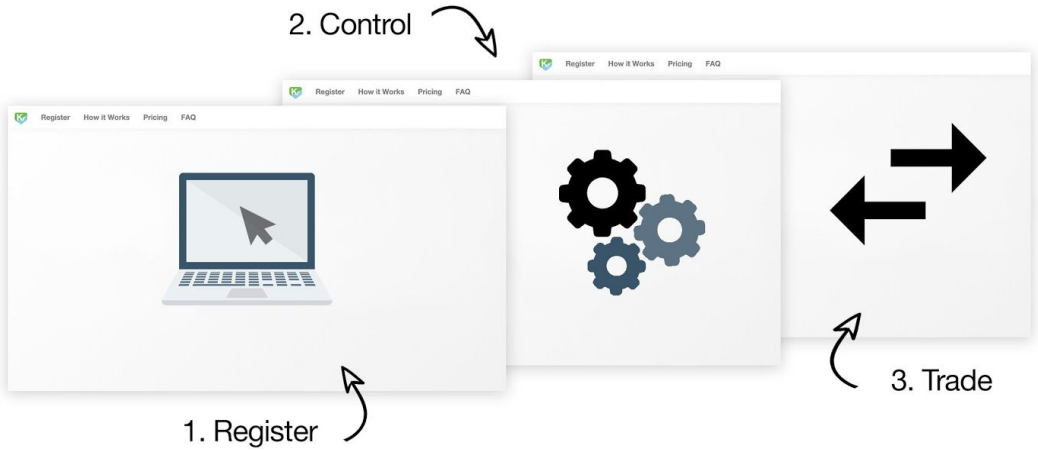


How it works

1. **Register a Domain**
   Register a new .Kred Domain on www.Domains.Kred or purchase an existing name on OpenSea - www.OpenSea.io

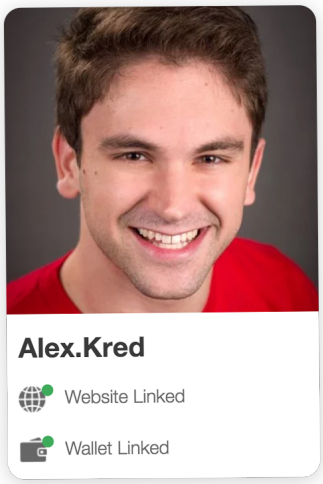
2. **Control your Domain**
   Your .Kred Domain is both a fully resolving web and wallet address.
   a. DNS settings let you use your .Kred Domain just like any other web address (linking to a personal website, to your favorite social profile and more).
   b. ENS links your .Kred Domain to your Digital Wallet - Send and receive currency and digital assets using your memorable domain instead of a complex wallet address.

3. **Trade with ease**
   Sell or auction .Kred Domains in one click via your account on OpenSea (www.OpenSea.io/account) or in the NFT.Kred Marketplace (app.NFT.Kred/wallet)

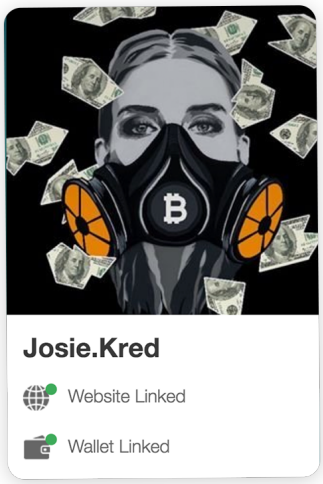


Who's using it?

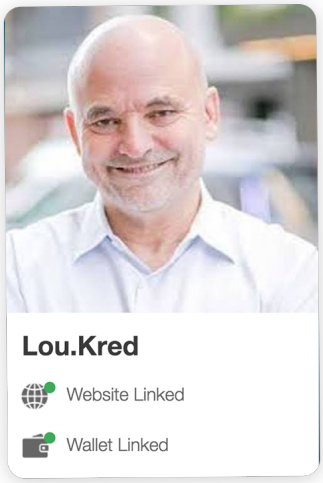
1. **Alex.Kred**
   Alex Atallah is the Co-Founder and CTO of OpenSea, the largest marketplace for Cryptogoods. Alex has linked his Digital Wallet to Alex.Kred, making it easier for him to exchange digital goods (cryptocurrency, collectibles) with his peers.



2. **Josie.Kred**
   Josie Bellini is a Digital Artist who's taking her work to the next level "where crypto, art & VR collide". Josie.Kred links her fans to her Portfolio and creates a memorable address for her Digital Wallet.



3. **Lou.Kred**
   The CryptoMondays Meetups Founder, Lou Kerner believes that Crypto is the biggest thing to happen in the history of mankind. Lou.Kred links to both his profile and his wallet.



Brands and .Kred

Kred's Brand Pre-Registration period (February 20 2020 - March 20 2020) offers all brands a chance to use the .Kred domain name corresponding to their trademark. During this period, brands are invited to pre-register and secure their .Kred name before ETH-sunrise and general availability.

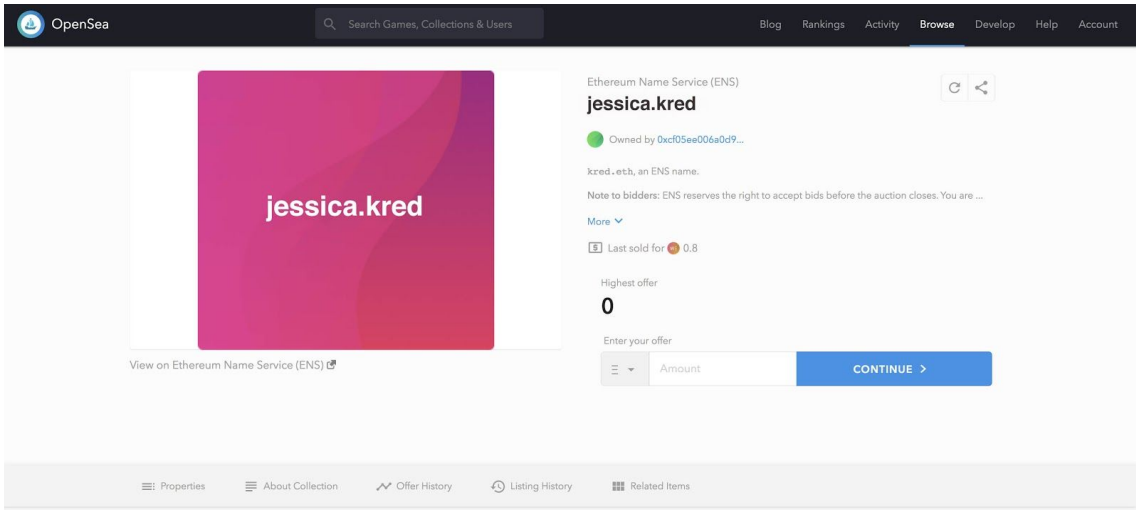
We are working with the TMCH to provide TMCH registered brands guidance on securing their .Kred domain name.

To protect brands from abuse, Kred contractually requires its customers via our Terms of Service (TOS) not to use .Kred domain names in a way that infringes upon the rights of brand owners or violates applicable laws. When customers are in breach of our TOS, Kred follows an escalation procedure giving us the right to suspend or terminate the customer's use of a .Kred domain name. As an ICANN approved Registry Operator, Kred has implemented a control architecture which, if required, may terminate service to a .Kred domain on both DNS and ENS.

How can I get a Kred Domain

1. **Brand Registration**
   Brands can pre-register their .Kred Domains from February 20 2020 via www.Domains.Kred

2. **OpenSea Auction**
   On February 20 2020 at NFT.NYC, the Leading Non-Fungible Token Event, Kred will publish a list of domains to be auctioned on OpenSea.
   OpenSea's auctions will commence on March 20 2020.



3. **General Availability**
   General Availability of Kred Domains will begin on April 20 2020.

   a. Choose your .Kred Domain on www.Domains.Kred
   b. Choose the number of years for your registration
   c. Pay in USD or ETH and receive your Kred Domain Token in your Wallet

The Tech

1. **How .Kred uses ENS**

   When a Kred Domain is registered, an ENS Kred Domain Token is generated and deposited into the user's wallet, granting its holder access to control the name on both ENS and DNS. The Kred Top Level Domain Registry maintains a daemon that monitors the Ethereum blockchain and looks for updates to the DNS information stored against .Kred ENS tokens.These changes are validated, and then automatically propagated through to the .Kred DNS server infrastructure with no further input needed from the token holder, within a minute of the transaction being written to the blockchain. The .Kred DNS servers effectively act as a cache of the EthDNS information.

2. **Safe-Send API**

   Kred TLD associates .Kred domains with identity information (such as owner names, and avatars) provided by the domain owner. This consists of an API that provides the claimed and verified facts about a wallet owner, and the verification sources so integrators can expose trusted facts to their end users.

   Read more at: [Docs.Domains.Kred]

FAQ

1. **What is a .Kred Domain?**

   .Kred Domains are both fully resolving web and wallet addresses powered by ENS. .Kred is a Top-Level Domain (similar to .COM) which allows Kred users to create their own custom domains, like John.Kred or MyCompany.Kred.

2. **Where is my NFT?**

   In your wallet.

   If you've previously added an Ethereum address to you account, then the tokens will be airdropped into that wallet. If you have not, then we will have created a wallet address that we maintain just for you. You are free to transfer your tokens to another address at any time.

3. **What happens with my Private Keys?**

   If we've created a wallet for you, we have an encrypted copy of the private keys stored securely on our system. You can request control of those keys on our app.

   Requesting control of your private keys will irrevocably delete the private key from our database, granting you sole control and responsibility for the wallet address.

4. **Does .ETH resolve on DNS?**

   No.

   .ETH is the ENS-native TLD. It is not part of the DNS root and does not work on DNS.

   .ETH is reserved on DNS by ICANN as a country code Top Level Domain and is not currently in use.

5. **Is .Kred an ICANN approved Registry Operator?**

   Yes.

   .Kred entered into a Registry Agreement with ICANN on 19 December 2013.

6. **Can I pay for a .Kred Domain with ETH or another cryptocurrency?**

   Yes.

   If purchasing a .Kred Domain on Domains.Kred, simply choose your preferred currency at the checkout.

   If purchasing on OpenSea you will be invited to pay using ETH or WETH.

7. **How can I renew my .Kred Domain?**

   You can renew and extend the expiry date of any existing .Kred Domain by paying the required fee at any time, either:
   a. On www.Domains.Kred
   b. Via your Kred Profile
   c. Via ENS.Domains

More Reading

1. **Powered by ENS**

   .Kred Domains are Powered by ENS.

   ENS is the Ethereum Name Service, a distributed, open, and extensible naming system based on the Ethereum blockchain.

   ENS's job is to map human-readable names like 'alice.eth' to machine-readable identifiers such as Ethereum addresses, content hashes, and metadata. ENS also supports 'reverse resolution', making it possible to associate metadata such as canonical names or interface descriptions with Ethereum addresses.

   ENS has similar goals to DNS, the Internet's Domain Name Service, but has significantly different architecture, due to the capabilities and constraints provided by the Ethereum blockchain. Like DNS, ENS operates on a system of dot-separated hierarchical names called domains, with the owner of a domain having full control over its subdomains.

   Read more at: https://docs.ens.domains/

2. **.ETH Domains**

   .ETH Domains are available for public registration and allow anyone to secure their own ENS Names.

   Over 200 major Brands have registered .ETH addresses (amazon.eth sold for 100 ETH, wallet.eth sold for 75 ETH, and google.eth sold for 52.9 ETH).

3. **50 Wallets Are Now Signed-Up to Support ENS**

   The ENS ecosystem has expanded in recent months. 50 Wallets have now either integrated or committed to integrate ENS.

   The combination of the launch of multi-coin support, the release of shorter .ETH names, a viral trend of putting .ETH name in Twitter profile, and a growing list of things you can do with the ENS name have all led to more wallets and dapps adopting ENS.

   Read the full article on ENS's Medium Post:
   https://medium.com/the-ethereum-name-service/50-wallets-signed-up-growing-dweb-trufflesuite-more-ens-ecosystem-update-23be948e23ca

4. **Why would I want an ENS name?**

   ENS eliminates the need to copy — and worse, type — long hexadecimal addresses. With ENS, you'll be able to send money to your friend at 'aardvark.eth' instead of '0x4cbe58c50480…', interact with your favorite contract at 'mycontract.eth', or visit a Swarm-hosted site at 'swarmsite.eth'.

   Once you own an ENS domain, you can point it to whatever resources you choose, as well as creating subdomains and assigning them as you wish.

   Read more at:
   https://medium.com/the-ethereum-name-service/a-beginners-guide-to-buying-an-ens-domain-3ccac2bdc770