SUNRISE POLICY

Version 1.0

1. **Duration**
    The Registry will run the registration process according to below timeline:
    - End Day Sunrise Period: 90 days
    - Sunrise Allocation Period: 7 days
    - Landrush Period: 90 days
    - General Availability

2. **Term of Registration**
    The terms of registration during Sunrise Period shall be two (2) years minimum and ten (10) years maximum. After Sunrise period, the term of registration for Landrush and General Availability shall be one (1) year minimum and ten (10) years maximum.

3. **Sunrise Submission Process**
    All registration must be submitted by an Applicant via The Registry accredited registrars and validated solely by The Registry. Trademark holders will need to submit an application through The Trademark Clearinghouse (TMCH) to obtain the Signed Mark Data ("SMD") files. The SMD file is a file with trademark information generated by the Trademark Clearinghouse. SMD Files shall be submitted together with the domain name for verification only during Sunrise Period. Any invalid SMD Files submitted will result in rejection of registration.

    Domain Names will be allocated to the Applicant, after the Sunrise Period ends, for which valid Sunrise Application(s) have been received, that:
    (1) meet the Sunrise Registration eligibility criteria described herein; and
    (2) were submitted in accordance with Registry Policies, ICANN Requirements, and the Registry-Registrar Agreement.

    All applications under Sunrise Period are deemed to have arrived at the same time. Electronic auctions will be held between eligible competing applicants for the same domain name. English auction format will be used where the highest bidder wins the bid. The auction will be carried out by outsourcing provider.

4. **Authentication During Sunrise Period**
    All applications will be validated by comparing the label in the SMD files provided by the third party to that found in the Trademark Clearinghouse appointed by ICANN. The Registry will charge a one-time non-refundable application fee on top of other applicable fee.

    Label Requirements

The Registry will not accept a Sunrise Application unless the applied-for Domain Name meets the applicable requirements as defined in RFC 1035 and RFC 1123, including the following technical and syntax requirements. The Domain Name Label must:
• if ASCII, consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens;
• if non-ASCII (e.g., IDN), consist of language scripts offered by the Registry (as specified on the Registry Website);
• not begin or end with a hyphen;
• not exceed 63 characters;
• contains at least one character; and
• not contain hyphens, except where two consecutive hyphens (-) are used in the 3rd and 4th positions, when preceded by "xn" and followed by a label that corresponds with an IDN containing characters referred to in Subsection (b) above.

SLD Blocked Domains:
Applications will be accepted for domain names appearing on the SLD block list and are subject to the terms contained in this Sunrise Period policy. For all domains registered that appear on the SLD block list, the domain name(s) will not resolve on the Internet until such time ICANN removes such prohibitions. Should ICANN fail to remove such SLD block list prohibitions, the Registry will notify the sponsoring Registrar(s) and provide a full refund of the registration fee(s) paid.

The Registry may, but is not obligated, to reject a Sunrise Application or to delete, revoke, cancel, suspend or transfer a Sunrise Registration:
• To enforce Registry policies and ICANN Requirements, each as amended from time to time;
• That is not accompanied by complete and accurate information, or where required, information is not updated or corrected, as required by ICANN Requirements or The Registry's policies;
• To protect the integrity and stability of the operation or management of the Registry;
• To comply with applicable laws, regulations, policies or any holding, order, or decision by a competent court or administrative authority, or any dispute resolution service provider the Registry may retain to oversee the arbitration and mediation of disputes;
• To establish, assert, or defend the legal rights of the Registry or a third party, or to avoid any actual or potential civil or criminal liability on the part of or damage to the Registry or its affiliates, subsidiaries, contracted parties, officers, directors, representatives, employees, contractors, and stockholders;
• To correct mistakes made by the Registry or any Registrar in connection with a Sunrise Registration;

• If the Registry receives notice that the SMD File is under dispute; or
• As otherwise provided in the Registrar terms and conditions or Registry-Registrar agreement.

5.   Auction

Any sunrise registration with valid SMD files will fall under the regular auction process if the same name is requested after Sunrise Period. The Applicant will be redirected to the Auction platform where the auction process will be governed by the Auction Providers. Any auction fees or final bid price shall be concluded via the Auction Platform. The Auction provider will inform The Registry to begin the allocation process once the payment and auction process is complete. Registry will allocate the domain name to the successful Applicant / bidder.

6.   Landrush Submission Process

All registration must be submitted via The Registry accredited registrars. All applications under Landrush Period will be on first come first served basis.

7.   Claims Period Policies

The Registry will run a Claims Period as per ICANN requirements. The "Claims Services" shall provide both:

(i) notices to potential domain name registrants that a domain name they are seeking to register in registry TLD matches a Trademark Record of a Trademark Holder that has been verified by the Trademark Clearinghouse (a "Claims Notice") and

(ii) Notifications of Registered Names ("NORNs"). NORN is the notifications sent by the Trademark Clearinghouse to Trademark Holders and Trademark Agents during a Sunrise Period or Trademark Claims Period to inform them that a domain name has been registered matching labels included in a Trademark Record.)

The Claims Notice is intended to provide clear notice to the prospective domain name registrant of the scope of the Trademark Holder's rights.

The Applicant for the domain name will be required to acknowledge the information contained within the Claims Notice before processing the Application.

The Claims Period will be in effect during:
• the entire duration of the Landrush Period described in this document; and
• the first ninety (90) calendar days after the commencement of General Availability.

The Registry reserves the right to extend the Claims Period duration and, if appropriate, will post such notice on the Registry website and notify you any other means Registry may deem appropriate.