

RESERVED AND PREMIUM NAME POLICY

The Registry has developed and adopted this Reserved and Premium Name Policy (the “Policy”) which is to be read together with other Registry Policies, the Registry-Registrar Agreement, the Registration Agreement, the Registry Agreement and all applicable ICANN policies, as amended from time to time. Unless the context or the Definitions for Policies document published on the Registry Website otherwise require, defined terms used in this Policy shall have the same meanings given to them in the Registry-Registrar Agreement.

Please note that the Registry may modify this Policy from time to time effective upon sixty (60) calendar days’ notice to interested parties, including each Registrar who shall inform its Registrant(s) accordingly. Such changes will be available on the Registry Website or such other URL as the Registry may designate, which shall satisfy all notice requirements set forth in the Registry-Registrar Agreement. At any time after the notice period expires a user who accesses or uses the Registry Services will be bound by the effective Reserved and Premium Name Policy at that time.

PLEASE READ THIS POLICY CAREFULLY. BY ACCESSING OR USING THE REGISTRY SERVICES, YOU EXPRESSLY AGREE TO BE BOUND BY THE TERMS DESCRIBED HEREIN AND ALL TERMS INCORPORATED BY REFERENCE. IF YOU DO NOT AGREE TO ALL OF THESE TERMS, YOU SHALL NOT ACCESS OR USE THE REGISTRY SERVICES.

1. RESERVED DOMAIN NAMES

1.1 The Registry has reserved the following categories of Reserved Names in accordance with Section 2.6 and Specification 5 of the Registry Agreement. These include:

1.1.1 The ASCII label “Example” - The ASCII label “EXAMPLE” is withheld from registration or allocated to the Registry at the second level and at all other levels within the TLD at which the Registry offers registrations (such second level and all other levels are collectively referred to herein as, “All Levels”). Such label may not be activated in the DNS, and may not be released for registration to any person or entity other than the Registry.

1.1.2 Two-character labels: All two-character ASCII labels are withheld from registration or allocated to the Registry at the second level within the TLD. Such labels may

not be activated in the DNS, and may not be released for registration to any person or entity other than the Registry, provided that such two-character label strings may be released to the extent that the Registry reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard. The Registry may also propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes, subject to approval by ICANN.

1.2 Reservations for Registry Operations

1.2.1 The ASCII domain names WWW, RDDS, WHOIS, and NIC are reserved and may not be registered except by the Registry. Registry may at its discretion activate WWW, RDDS and WHOIS for use in connection with the operation of the registry. Registry must activate NIC in the DNS for use in connection with the operation of the registry.

1.2.2 The Registry may activate in the DNS at All Levels up to one hundred (100) Reserved Names (plus their IDN variants, where applicable) necessary for the operation or the promotion of the TLD subject Section 3.2 of Specification 5 of the Registry Agreement At the Registry’s discretion and in compliance with all applicable policies, such names may be released for registration to another person or entity.

1.2.3 “Premium Domain Names”: The Registry may withhold from registration or allocate to the Registry names (including their IDN variants, where applicable) at All Levels in accordance with Section 2.6 of the Registry Agreement See Section 2.0.

1.3 Country and Territory Names. The country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists shall be withheld from registration or allocated to the Registry at All Levels:

1.3.1 The short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name, listed at http://www.iso.org/iso/support/country_codes/iso_3166_code_lists/iso-3166-1_decoding_table.htm;

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1.3.2 The United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and

1.3.3 The list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names; provided, that the Registry may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN.

1.4 International Olympic Committee; International Red Cross and Red Crescent Movement. As instructed from time to time by ICANN, the names (including their IDN variants, where applicable) relating to the International Olympic Committee, International Red Cross and Red Crescent Movement listed at <http://www.icann.org/en/resources/registries/reserved>

1.5 Intergovernmental Organizations. As instructed from time to time by ICANN, the Registry shall implement the protections mechanism determined by the ICANN Board of Directors relating to the protection of identifiers for Intergovernmental Organizations. A list of reserved names is available at <http://www.icann.org/en/resources/registries/reserved>.

1.6 These names may be allocated at a later date, as permitted by the Registry Agreement and according to an allocation process established by the Registry and approved under the ICANN Registry Service Evaluation process outlined at <https://www.icann.org/resources/pages/rsep-2014-02-19-en> (the "ICANN Registry Service Evaluation process").

2. PREMIUM DOMAIN NAMES

2.1 Premium Domain Names may not be allocated prior to the end of Claims Service which ends 90 days after Sunrise. At that time, they may be released for registration to another person or entity at the Registry's discretion.

2.2 A list of "Premium Domain Names" has been created and reserved by the Registry, with a view to furthering the objectives of the TLD. These names will be made

available for registration at various times through participating Registrar's channels, including through one or more premium names auctions, 'buy it now' offerings, and other sale methods as the Registry may decide from time to time in its sole discretion, and in accordance with any applicable ICANN policies.

2.3 The Registry reserves the right to change, modify, delete or add Domain Names to the Premium Domain Names list, from time to time in its sole discretion and without prior notice. Each Registrar may request the Reserved Domain Names list and Premium Domain Names list from the Registry's account manager in PDF or .csv format.

2.4 Premium Domain Names will be allocated to Registrants under the following conditions:

2.4.1 Adherence to all related allocation rules (e.g. auction rules), including payment specifications, as established by the Registry and any agent authorised by the Registry (e.g. auction provider);

2.4.2 In the case of a Premium Domain Name that is sold through an authorised auction provider and for which each Registrar will subsequently make the related domain name registration, such domain name will be permitted to resolve (i) immediately if the General Availability Phase has commenced, or (ii) concurrent with the launch of the General Availability Phase, if the General Availability Phase has not commenced yet;

2.4.3 In the case of a Premium Domain Name that is sold through an authorised agent, pursuant to a 'buy it now' or other sale method as the Registry may decide from time to time in its sole discretion, and for which the designated price has been paid by the Registrant in accordance with the Registry Policies, such Domain Name will be subsequently registered by a Registrar and permitted to resolve (i) immediately, if the General Availability Phase has commenced, or (ii) concurrent with the launch of the General Availability Phase, if the General Availability Phase has not commenced yet; and

2.4.4 Adherence to the requirements set forth in the Registry Policies and the Registration Agreement.

2.5 The Premium Domain Name and the information contained in the Registrar's request meet the requirements set out in the Registration Agreement.

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3. PREMIUM NAME REGISTRATION FEES

3.1 Fees that may be collected for the Premium Domain Name registrations are as follows:

3.1.1 In the case of Premium Domain Name auctions, the applicable registration fee is the same as the winning auction bid amount;

3.1.2 In the case of “buy-it-now” Premium Domain Name sales, and other sale methods authorised by the Registry, the applicable registration fee is the final price listed by the authorised agent on its website and which may be made available on the Registry Website from time to time. This final price may vary subject to various factors, including but not limited to demand, relevant valuations and minimum price determinations, by the Registry.

3.1.3 For the Registry designated promotional registrations, the applicable registration fee is the consideration agreed between the Registry and the applicable Registrant.

4. RENEWAL FEES

The renewal fee for the Premium Domain Names will be the same as the applicable registration fee paid in accordance with paragraph 3, unless otherwise agreed with the Registry.