

# **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. Submission Process**

All registration must be submitted via The Registry accredited registrars. Trademark holders will need to submit an application through The Trademark Clearinghouse (TMCH) to obtain the SMD files. Signed Mark Data (“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.

All applications under Sunrise and Landrush 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 application will be validated by comparing the label in the SMD files provided by third party Trademark Clearinghouse appointed by ICANN. The Registry will charge a one time non refundable application fee on top of other applicable fee.

## **5. Auction**

Any sunrise registration with valid SMD files will fall under auction if the same name is requested after Sunrise Period. Any registration during Landrush Period for the same name will be available for auction by the Applicants after Landrush 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 at the Auction Platform. The Auction provider will

inform The Registry to kick start the allocation process once the payment and auction process is complete. Registry will allocate the domain name to the successful bidder.

## **6. Sunrise Dispute Resolution Policy (SDRP)**

The Sunrise Dispute Resolution Policy shall be applied only within 90 days after the Sunrise End Date Period for the registry TLD. The challenges under the Sunrise Dispute Resolution Policy shall be administered by the National Arbitration Forum (the “Centre”).

A third-party (the “Challenger”) is required to submit to a mandatory administrative proceeding to seek cancellation, transfer or other changes to a domain name registration, in compliance with the rules that:

- The applicant is not the owner, co-owner or assignee of the corresponding registered mark.
- The registered mark was not registered in full force and effect at the time of application of the domain name.
- The applied-for domain names is not an exact match or acceptable match to the textual or word elements of the registered mark which the application of the domain name is based on.
- The registered mark was not registered with a trademark office or trademark registry that corresponds to one of the states or other entities set out in the WIPO Standard ST.3 code.

All challenges under this Policy must be submitted to the Centre no later than 90 days after the conclusion of the proposed Sunrise Period. The first challenge to be filed will be granted priority by the Centre if there are multiple challenges for the same domain name. The Centre’s challenge is of an administrative nature and shall be final. The Centre shall not be required to state reasons for its decision. The fees for the submission of a challenge and its response shall be decided by the Centre.

If the complaint under this SDRP against an opposing party occurs during auction period, the Registry will stop that auction process to allow a complaint under this Policy, if the complainant notifies the Registry within the five (5) calendar days following the Registry’s notification of auction regarding the relevant domain name(s). Such notice must be in writing.

The SDRP Complaint shall be filed with the Centre within five (5) calendar days of the written notice. If the SDRP Complaint is not filed, the auction shall proceed as scheduled.

The Registry shall not participate in the administration or conduct of any proceeding before the Centre under this Policy. Any sunrise-registered domain names in the TLD involved in a SDRP proceeding will be locked

against transfer to another domain name holder or another registrar during the course of a proceeding. The Registry shall also not be liable as a result of any decisions rendered by the Centre.

The Centre shall notify the challenger and The Registry of all its decision made under this Policy. If the Centre rules in favor of the challenger and the domain name is to be transferred to the new registrant, the Centre shall provide an authorization code provided by the Registry to transfer the domain name to its preferred registrar and update all the WHOIS information within 30 days that the authorization code is provided.

This SDRP is in addition to and complementary with the Uniform Domain Name Dispute Resolution Policy (“UDRP”), the Uniform Rapid Suspension System (“URS”) and any charter, nexus, or eligibility dispute policies adopted by ICANN or the Registry. The Registry Operator reserves the right to modify this SDRP at any time subject to the term with the Centre.

## **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.