



# **.RICH Registration and Use Policy**

## **1. Purpose**

The .RICH Top Level Domain (“TLD”) established by and for the use of I-REGISTRY Ltd. (“I-REGISTRY”), the Registry Operator for the TLD space. This Policy is intended to be updated and revised regularly to reflect the needs of I-REGISTRY and its TLD. The current version of this Policy will be made publicly available at the registry website.

## **2. Registration Policy**

The .RICH space will operate following an unrestricted registration model, meaning that no eligibility criteria or registration restrictions will be imposed upon prospective registrants in the space. Registrations will be allocated according to the “first come, first served” principle.

The use of Privacy and/or Proxy registration services shall be permitted within this space.

## **3. String Requirements, Reserved Names and Name Collisions**

### *String Requirements*

Registry Operator, via Registry Service Provider, will not accept a Registration unless the applied-for Domain Name meets the applicable requirements as defined in RFC 1035m 2181 and RFC 1123, including the following technical and syntax requirements. The Domain Name Label must:

- if ASCII, consist exclusively of the letters A-Z, 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;
- contain at least one character (not including the .RICH); 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.

### *Reserved Names*

Registry Operator may reserve, and not allow the Registration of any Domain Names which:

(a) appear on the list of reserved strings set forth in Specification 5 of the Registry Agreement;

or

(b) such other names as are designated by Registry Operator to be reserved prior to and/or during General Availability of the Registry TLD to the public.



### *Name Collisions*

If any .RICH domain name is identified by ICANN as a potential name collision risk, pursuant to the Registry Operator's rights and responsibilities under the Registry Agreement, Specification 6, §6, the Registry Operator reserves the right to take all necessary and proper steps to resolve the conflict, including the blocking of any affected domain name.

## **4. Sunrise Period**

Registry Operator will offer a sixty (60) day End Date Sunrise Period, specifically in relation to Rights Protection Mechanisms. Only holders of SMD Files provided by the TMCH Sunrise and Claims Operator or their agents are allowed to submit Sunrise Application(s). Successful Sunrise Registration(s) will be allocated to trademark holders after the Sunrise Period ends unless two or more Sunrise Applicants apply for the same TLD. In that case, the Sunrise Applicants will resolve contentions through an auction process with the Registry Operator's authorized Auction Provider.

Registry Operator has developed a Sunrise Policy, which describes, among other items, (i) the terms under which trademark owners may submit Sunrise Applications to the Registry during the Sunrise Period, and (ii) the rules under which Sunrise Applications may be challenged.

## **5. Registration period and renewals**

An .RICH domain name may be registered, and renewed at the end of each registration period, subject to the current terms and conditions offered by the concerned Registrar.

Registrations in the .RICH space shall follow a first-come, first-served model. The Registry Operator will utilize Auction Provider and Brokerage Services for Premium Domain allocation in addition to offering Premium Domain Names (Reserved Names) prior to and/or during General Availability.

## **6. Acceptable Use**

I-REGISTRY intends that no domain name in the .RICH space shall be used in a manner which:

- infringes any other third parties' rights
- is in breach with any applicable laws, government rules or requirements
- or for the purposes of:
- undertaking any illegal or fraudulent actions, including spam or phishing activities.



Failure to comply with the terms and conditions set out in this Registration agreement may result in the immediate suspension, cancellation or termination of the domain name registration by the Registry Operator.

## **7. Dispute Resolution Policies**

The Registry Operator for “.RICH” will comply with all dispute resolution mechanisms as defined in the registry agreement Specification 7 article 2, and as revised from time to time by ICANN consensus policies and procedures. Registrants of .RICH domain names hereby agree to be bound by all applicable domain name dispute policies, as outlined in this Registration and Use Policy.

These dispute mechanisms include, but are not limited to:

- the Trademark Post-Delegation Dispute Resolution Procedure (“PDDRP”);
- the Uniform Rapid Suspension system (“URS”); and
- the Uniform Domain Name Dispute Resolution Policy (“UDRP”).

### **a. Uniform Domain Name Dispute Resolution Policy (“UDRP”)**

The Uniform Domain Name Dispute Resolution Policy (“UDRP”) shall apply to any challenges to registered domain names on the grounds that: 1) such domain names are identical or confusingly similar to a trademark in which the complainant has rights, 2) the registrant lacks rights or legitimate interests in the domain name, and 3) the domain name has been registered and used in bad faith.. The full text of the UDRP is located at the following address: <http://www.icann.org/dndr/udrp/policy.htm>

### **b. Uniform Rapid Suspension System (“URS”)**

The Uniform Rapid Suspension System (“URS”) shall apply to any challenges to registered domain names on the grounds that: 1) such domain names are identical or confusingly similar to a trademark in which the complainant has rights, 2) the registrant lacks rights or legitimate interests in the domain name, and 3) the domain name has been registered and used in bad faith. The full text of the URS is located at the registry website when available.

### **c. Trademark Post-Delegation Dispute Resolution Procedure (Trademark PDDRP)**

The Registry Operator for .RICH shall agree to be bound by the Trademark Post-Delegation Dispute Resolution Procedure (“Trademark PDDRP”). The Trademark PDDRP applies to challenges by trademark holders claiming that one or more of its marks have been infringed, and thereby the trademark holder has been harmed, by the registry operator’s manner of operation or use of the gTLD. The full text of the Trademark PDDRP is located at the registry website when available.