

## **.ICU Pioneers Call for Proposals**

### 1. Introduction and purpose

- 1.1. The Registry for gTLD .ICU, ShortDot SA, would like to offer to potential .icu domain registrants the opportunity to become founder registrants to promote usage and interest for ICU "Pioneers".
- 1.2. The .icu Pioneers will be able to showcase their products or services to the Internet community driving general interest to the TLD.

### 2. Call for proposals

- 2.1. Please apply at the Registry website: <https://nic.icu> or contact email: sales@nic.icu
- 2.2. Applications will be processed on a first come first served basis and subject to all Rights Protection Mechanisms.
- 2.3 Anyone can participate as ("Pioneer") subject to the Registry's approval in its sole discretion. If a name is rejected the applicant may select an alternative domain name.
- 2.4. The maximum number of accepted Pioneers will be 50 (fifty).
- 2.5 Each Pioneer may only apply for one domain name, each a "Pioneer name".

### 3. Criteria and requirements

- 3.1. The Pioneer names will be based upon visibility and commitment to the promotion of the .icu TLD.
- 3.2. The applied name must be identical or clear variation to the applicant individual, company or brand name or proposed new enterprise.
- 3.3. The Pioneer registrant must ensure that:
  - Payment of the required Pioneer fees in accordance with the Agreement
  - Acceptance of the Registry Terms and Conditions
  - Signing and acceptance of the Pioneer Agreement

### 4. Usage

- 4.1. Approved applications are expected to contribute to the promotion, development and adoption of the .icu TLD. During the first year of registration, the Pioneers will be required to:
  - Setup and maintain an active website with the selected Pioneer Name which may include masking

- Actively promote the products or services associated with the Pioneer Name
- During the first year the registrant must not transfer it to third parties
- Allow the .icu registry to feature the Pioneer Name in social media, print and similar marketing campaigns and events