SUNRISE POLICY

Version 1.3

1.   Registry Operator shall implement and comply with all community registration policies described below and/or attached to this Specification 12. In the event Specification 12 conflicts with the requirements of any other provision of the Registry Agreement, such other provision shall govern. In support of the community-based purpose of the applied-for gTLD, special Sunrise policies will be developed to provide priority registration opportunities for community members.

2.   **Duration**
The Registry will run the registration process according to below timeline:
-       Sunrise Registration Period: 30 days
-       Community Landrush Period: 30 days
-       Early Registration Challenge Period: 60 days
-       General Availability

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

4.   **Sunrise Registration Period**
The registry implements start Date sunrise. All applications must be submitted by an Applicant to The Registry via an accredited registrar and validated solely by The Registry. Trademark holders will need to obtain the Signed Mark Data ("SMD") files after registering their respective trademarks in the Trademark Clearinghouse [TMCH] database. 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. An invalid SMD File submission will result in rejection of application.

Domain Name(s) will be allocated to the Applicant(s), during the Sunrise Registration Period on First Come First Serve Basis (FCFS), for which valid Application(s) have been received, that:

1)   meet the Trademark Registration eligibility criteria described herein; and
2)   were submitted in accordance with Registry Policies, ICANN Requirements, and the Registry-Registrar Agreement.

5.   **Trademark Eligibility Check**
All applications will be validated by comparing the label in the SMD files provided by the applicant to that found in the Trademark Clearinghouse appointed by ICANN.

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 to 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.

6.   **Community Landrush Period**
All Landrush applications will be on First Come First Serve Basis (FCFS). During the community landrush period, special considerations will be provided to allow the spa community to register names corresponding to their existing operations and brands. This will be introduced in addition to and consistent with the standard Sunrise, Trademark Clearing House and Trademark claims requirements according to the Applicant Guidebook and Specification 7 of the New gTLD Registry Agreement.

More specifically, to be eligible for community landrush period as a community member, the registrant must be able to provide information demonstrating that they have any of the following documents:

1)   A valid operating license, where applicable;
2)   A spa, beauty or wellness certification, where applicable;
3)   A valid business registration;
4)   A membership with any spa or wellness industry association;
5)   A declaration that the domain will be used for the promotion of spas and wellness related products or services.

For community organizations, such as spa associations, to be eligible, the registrant must be able to provide information substantiating that they have any of the following:

1)   A valid entity registration, or equivalent;
2)   Proof that the organization accepts members from the spa and wellness community; and,
3)   A declaration that the domain will be used for the promotion of the spa and wellness community

For non spa and wellness related coincidental communities registration type such as Town of Spa in Belgium as well as the Italian Chambers of Commerce who is responsible for "Società Per Azioni" (i.e. S.p.A.) registrations, and any abbreviation which may form the word "SPA", any of the following information is required:

1.   A valid entity business registration, or equivalent;
2.   Director/Owner proof of identity;
3.   Proof of address e.g. utility bill with address.

The Registry will be performing post registration checks on all applications. Any application that does not fulfil the above criteria will be rejected and the domain name will be suspended. No refund shall be provided for such suspended domain applications.

7.   Early Registration Challenge Period

All sunrise and community landrush registration will be put on 60 days transfer lock. A complainant may initiate an administrative proceeding against an early registered .spa domain. All .spa registrations will be subject to this mandatory administrative proceeding, which will be included in the RRA as well as the registrant agreement for .spa registrations. Please refer to the Sunrise Dispute Resolution Policy.

The remedies available to a successful complainant pursuant to any proceeding before an Administrative Panel shall be limited to requiring the cancellation of the disputed domain name or the transfer of the disputed domain name registration to the complainant.

8.   Claims Period Policies

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

1)   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
2)   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.

9 Disclaimer

The Registry may, but is not obligated, to reject a Trademark or Community Sunrise Application or to delete, revoke, cancel, suspend or transfer a 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 Trademark or Community 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.