



NAME SELECTION POLICY

1.0 Name Selection Policy

Version Control: 1.0

Date of Implementation: 20230525

2.0 Summary

This document outlines the obligations and requirements for the classes of domain names described in the Name Allocation Policy subsection 3.0. Failure by any registrant or applicant to comply with this Policy is a basis for a domain name registration to be denied, suspended, locked or revoked.

3.0 Domain Name Class Requirements for Registration

3.1 Standard Names: Domain names must: (a) have a Music Score and Nexus (Section 4.0 and 5.0 of this Policy); (b) not be a Reserved Name; and (c) not be likely to deceive, confuse or cause material detriment to a significant portion of the music community, its customers or Internet users.

3.2 Community Names: Domain names must: (a) correspond to a historically established common law name, trademark, brand, service name or mark that is commonly used and understood within the music community; or (b) corresponds to a commercial, trademark, trade name or service mark of a business or organization known in the music community; (c) have a significant Music Score and Nexus (Section 4.0 and 5.0 of this Policy); (d) not be a Reserved Name; and (d) not be likely to to deceive, confuse or cause material detriment to a significant portion of the music community, its customers or Internet users.

3.3 Generic Names: These names will initially not be available for registration and Registry Operator will provide lists of them to its Registry Service Provider and its Registrars. Registry Operator reserves the right to amend these lists in accordance with its Registry Agreement. Common Community Names are those words or phrases commonly used by a significant number of organizations within the music community (e.g. label, band, artist). Generic Names are those words or phrases commonly used within the music community to identify products, services, and other transactional and are not specific to any particular source

3.4 Reserved Names: A Reserved Name is a domain name not available for registration by any registration class. Registry Operator reserves the right at any time to amend the

Reserved Name list in accordance with its right and obligations set forth in the Registry Agreement, including, without limitation those domain names:

3.4.1 Reserved for operations and other purposes (e.g., Geographic, Genre, Generic Names and more);

3.4.2 Historically significant music names (artists, albums, songs, lyrics, etc);

3.4.3 Well known and commercially significant music names (industry, artists, albums, songs, lyrics, instruments, genres, and more);

3.4.4 MTLN domain names that may be under a Music Community Protection Lock (Anti-Abuse and Legitimate Use Policy under section 7.3)

3.4.5 Restricted to comply with ICANN requirements.

4.0 Music Score.

As part of the verification, identity, and music profile process post registration registrants may be required to provide certain information to the Registry Operator's Identity Verification Service Provider (ISPV) to verify their music eligibility for an MTLN domain name. The Registry Operator in conjunction with the ISPV reserves the right to add, delete or edit this list of documentation in the determination of establishing proof of rights and generating a Music Score:

4.1 Legal and Intellectual Property Rights

4.1.1 Trademarks

4.1.2 Registered Copyrights

4.1.3 Patents

4.1.4 Legal Company Structures

4.1.5 Non-profit designation

4.2 Music Awards (and Nominations)

4.2.1 GRAMMYS

4.2.2 CMT

4.2.3 AMA

4.2.4 BET

4.2.5 Billboard

4.2.6 NME

4.2.7 Academy Awards

4.2.8 BRIT

4.2.9 CMA

4.2.10 MTV

- 4.2.11 World Music Awards
- 4.2.12 Eurovision
- 4.2.13 ARIA
- 4.2.14 Juno

4.3 Music Popularity and Rankings

- 4.3.1 Chartmetrics
- 4.3.2 Billboard
- 4.3.3 Spotify
- 4.3.4 Apple Music
- 4.3.5 Pollstar
- 4.3.6 Viberate
- 4.3.7 Soundcharts
- 4.3.8 Jaxsta

4.4. Music Catalog

- 4.4.1 Song(s)
- 4.4.2 Album(s)
- 4.4.3 Collaborations
- 4.4.4 Credits
- 4.4.5 Concerts and Live Events

4.5 Musician Profile

- 4.5.1 Common music community names, AKA and aliases
- 4.5.2 Original date of creation
- 4.5.3 Music certifications with known music certification bodies
- 4.5.4 MCMO memberships and how long
- 4.5.5 Contracting Music Label
- 4.5.6 ISNI number (ISO standard)

4.6 Social Media History. The number of active accounts on one or more of the following services:

- 4.4.1 Youtube
- 4.4.2 Meta (Facebook and/or Instagram)
- 4.4.3 Twitter
- 6.4.4 LinkedIn
- 4.4.5 Snapchat
- 4.4.6 TikTok
- 4.4.7 Reddit
- 4.4.8 Discord

4.4.9 Twitch

4.7 Digital Streaming History:

- 4.7.1 Spotify
- 4.7.2 Apple Music
- 4.7.3 Amazon Music
- 4.7.4 Youtube
- 4.7.5 Deezer
- 4.7.6 Pandora
- 4.7.7 IHeartRadio
- 4.7.8 Tidal
- 4.7.9 Tencent Music
- 4.7.10 Gaana Music
- 4.7.11 Netease Music

4.8 Music Content History:

- 4.8.1 Existing websites and domain names
- 4.8.2 Wikipedia
- 4.8.3 Musicbrainz
- 4.8.4 Discogs
- 4.8.5 Soundcloud
- 4.8.6 Oxford Music Online (Grove Music Online)
- 4.8.7 Jaxsta
- 4.8.8 AllMusic

4.9 Music Business History:

- 4.9.1 LinkedIn
- 4.9.2 Pre-existing MCMO memberships
- 4.9.3 Professional associations
- 4.9.4 Professional resume
- 4.9.5 Incorporation or other business entity filings (business license)
- 4.9.6 Contracted clients or partnerships
- 4.9.7 Trade Association membership

5.0 Registrant Nexus to Domain Name.

Registrants must be able to demonstrate that they have a clear and obvious nexus to the domain name string they are registering. The Registry Operator will conduct verification, identity, and music profile processing post registration requiring the Registrant to provide certain information to the ISPV to verify their nexus and connection to the specific MTL domain name

string. The Registry Operator in conjunction with the ISPV reserves the right to add, delete or edit the Registrant to Nexus requirements and priority:

5.1 Legal Name Matches a MTLN Domain Name String

5.1.1 Matches the full legal name of registrant.

5.1.2 Matches the full name of the legal entity registrant.

5.1.3 Partially matches the full legal name, where the legal first, middle or last name separately or in combination matches the name string.

5.1.4 Abbreviations of one part of a legal name combined together with at least one part of the legal name in full (e.g. jwilliams, jdwilliams, or johnw for the legal name John David Williams).

5.1.5 Must have evidence to support a Music Score to demonstrate a substantial nexus to the name string match.

5.2 Band, Group, Brand, Performance Name Matches a MTLN Domain Name String

5.2.1 Band, group, brand, performance, alias name must have demonstrable use at time of application or registration.

5.2.2 Must have evidence to support a Music Score to demonstrate a substantial nexus to the name string match.

5.3 Intellectual Property or Entity Names Match a MTLN Domain Name String

5.3.1 Official documentation name of a copyright, trademark, patent, or entity formation that matches the domain name string.

5.3.3 Intellectual property rights where the authorizing or approving government agency requires demonstrated use for registration are suitable for nexus attestation.

5.3.4 Intellectual property rights where authorizing or approving government agency does not require demonstrated use in commerce must have been approved a minimum six (6) months prior to attestation.

5.3.5 Must have evidence to support a Music Score to demonstrate a substantial nexus to the name string match.

5.4 Song, Album, Credits or Historic Works Match a MTLN Domain Name String

5.4.1 Song, album, credits or historic works must have been in existence prior to attestation.

5.4.2 Must have evidence to support a Music Score to demonstrate a substantial nexus to the name string match.

6.0 Amendments

Registry Operator reserves the right to modify this Policy at its sole discretion. Such revised Policy shall be posted on the Registry Operator's website at least fifteen (15) calendar days before its effective date. Therefore, it is important to check the effective date of the Policy posted here each time you use the Registry Operator's website. By continuing to use the Services after we make changes, you indicate your consent to those changes.

7.0 Questions and Contact Information

Registry Operator wants to assure you that we are dedicated to protecting the rights of registrants. If you have questions or comments about this Policy, please contact policy@my.music

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