

.ntt

Registration Policies

Contents

1. Mission
2. Registration Eligibility
3. Anti-Abuse Policy
4. Rights Protection Mechanisms

1. Mission

Nippon Telegraph and Telephone Corporation(NTT), as Japan's largest telecommunications carrier, is promoting wide use of the world's highest level broadband network, and actively involved in creating a wide range of broadband and ubiquitous services with a unified effort of the NTT Group, in accordance with our Medium-Term Management Strategy "Road to Service Creation Business Group."

Our concept, ".ntt," serves the purpose of acquiring and protecting the iconic Japanese brand of NTT, by applying for ".ntt" and being accredited by ICANN as the sponsor Registry, and meanwhile providing a safer and more secure domain name environment in order to extend and elevate the brand value of NTT in the borderless global market.

As per our corporate branding, in addition to our world's highest level broadband network infrastructure, we are promoting and enhancing the fiber-optic video services and the cloud computing services, driving enthusiastically to create new services, and well-positioning to serve the total ICT solutions globally. These ongoing progresses will allow us to deploy a new service/business model in the global market, bringing about a greater synergy among the NTT Group companies as a whole, and through that process we hope that .ntt will contribute in gaining recognition and building a new corporate image for NTT.

We have developed the ".ntt" concept.

Our ".ntt " aims at achieving three goals:

(1) Acquire .ntt brand:

Apply for the New gTLD; acquire and protect the NTT brand.

(2) Provide .ntt TLD:

Provide an enhanced(safer and more secure)domain name environment.

(3) Leverage .ntt TLD:

Leverage .ntt to advance brand value/image and gain brand recognition.

The above three goals are in line with the current NTT Medium-Term Management Strategy, and each goal will be explained in this concept, in terms of .ntt users, objectives, intended purposes and advantages.

(1) Acquire .ntt brand: To Protect the NTT Brand

NTT is one of the leading business enterprises in Japan, and we believe that the new gTLD will be a significant opportunity for the NTT Group, but at the same time the

opportunity may become a competitive threat to us, if we do not react upon it. Hence, we have decided to apply ICANN for ".ntt" as a precautionary defense measure to protect the NTT brand as early as possible.

- (2) Provide .ntt TLD: To provide a Safer and More Secure Domain Name Environment
We feel proud in the products and services that the NTT Group provides, because they are perceived as most safe and trusted in Japan. As we would like to maintain that image and the brand value of the NTT Group, we have contemplated the potential use of the new gTLD to take advantage of its features and characteristics, and set one of the goals for the ".ntt" to provide a safer and more secure domain environment(i.e. higher authentication to prevent phishing attacks). We believe that by deploying the authenticated domain name space, the NTT group will achieve an objective to protect our registered trademark and credibility in the competitive global environment.
- (3) Leverage .ntt TLD: To Build Advanced Image and Gain Brand Recognition
The NTT Group reserves many associated brands(corporate/business and products/services), and in addition to our world's highest level broadband network infrastructure, we are expanding our fiber-optic video services and other various businesses and services, primarily in the domestic market. Furthermore, we have enhanced our global capabilities by adding Australia, South America, the Middle East and Africa to our existing operations in Asia, Europe and the United States, taking advantages of which enabled us to establish a framework to provide one-stop total ICT services on a global basis, and expanding our new services and business models that we could exercise the NTT Group synergy. We believe that leveraging .ntt in our marketing strategies will contribute in gaining more brand recognition and building a new corporate image of NTT.

2. Registration Eligibility

NTT proposes that only NTT(NTT Subsidiaries : domestic and overseas) will be allowed to request second level domain registrations.

NTT will apply its own evaluation criteria to review and evaluate the potential users and objectives, and NTT will register only the qualified second level domain names/strings.

3. Anti-Abuse Policy

NTT is committed to minimizing abusive registration activities and other illegal activities within the .ntt namespace, by including the following legal terms and conditions into all .ntt domain name registration agreements:

The nature of such abuses creates security and stability issues for the registries, registrars and registrants, as well as for the users of the Internet in general. NTT defines abusive use of a domain name to include, without limitation, the following illegal or fraudulent actions.

- Botnet commands and control:

Services run on a domain name that are used to control a collection of compromised computers or "zombies," or to direct denial-of-service attacks(i.e. DDoS attacks)

- Distribution of child pornography.

- Fast flux hosting:

Use of fast-flux techniques to disguise the location of Web sites or other Internet services, or to avoid detection and mitigation efforts, or to host illegal activities. Fast-flux techniques use DNS to frequently change the location on the Internet to which the domain name of an Internet host or name server resolves. Fast flux hosting may be used only with prior permission of .ntt.

- Pharming:

The redirecting of unknowing users to fraudulent sites or services, typically through DNS hijacking or poisoning.

- Phishing:

The use of counterfeit Web pages that are designed to trick recipients into divulging sensitive data such as usernames, passwords, or financial data.

- Spam:

The use of electronic messaging systems to send unsolicited bulk messages. The term applies to e-mail spam and similar abuses such as instant messaging spam, mobile messaging spam, and the spamming of Web sites and Internet forums. An example, for purposes of illustration, would be the use of email in denial-of-service attacks.

- Willful distribution of malware:

The dissemination of software designed to infiltrate or damage a computer system without the owner's informed consent. For Example, computer viruses, worms, keyloggers, and trojan horses, however, they are not limited.

- Illegal Access to Other Computers or Networks:

Illegally accessing computers, accounts, or networks belonging to another party, or attempting to penetrate security measures of another individual's system (often known as "hacking"). Also, any activities that might be used to attempt on system penetration (e.g. port scan, stealth scan, or other information gathering activity) are included.

NTT will reserve the right to deny, cancel or transfer any registration or transaction, or place any domain name(s) on registry lock, hold or similar status as it deems necessary, in its discretion; (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of NTT, as well as its affiliates, subsidiaries, officers, directors, and employees; (4) per the terms of the registration agreement; (5) to correct mistakes made by NTT or any Registrar in connection with a domain name registration; or (6) due to abusive uses, as defined above, undertaken with respect to .ntt domain names. NTT also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute.

4. Rights Protection Mechanisms

.ntt proposes a tapestry of original Rights Protection Mechanisms (RPMs), which was envisioned by ICANN's Trademark Implementation Recommendation Team (IRT), and the purpose of the RPMs is to mitigate the potential abusive registrations.

These RPMs include, but are not limited to the following:

- Trademark Claims Services :

.ntt is prepared to implement the Trademark Claims Services (TCS) for .ntt, as set forth in the Registry Agreement. Due to the restricted nature of the .ntt and the pre-verification of all domain name registrations, .ntt does not have any problems in implementing a TCS. .ntt is committed to dedicating the necessary staff members and resources to ensure that all RPMs are implemented. Furthermore, .ntt is closely monitoring the work of ICANN's Trademark Clearinghouse Implementation Assistance Group, to ensure that NTT implements a best-in-class service for .ntt.

- Uniform Domain Name Dispute-Resolution Policy (UDRP) :

Due to the restrictive nature of .ntt, .ntt believes that the probability of dispute proceedings regarding .ntt domain names will be very low. However, .ntt will ensure that all registrant and registrar agreements will legally bind all parties to the UDRP.

While the UDRP does not impose any specific requirements on the Registry Operator, .ntt intends to develop a constructive working relationship with all ICANN UDRP providers.

- Uniform Rapid Suspension System(URS) :

Although .ntt does not foresee any potential URS implementation issues due to the proposed restrictive use of the .ntt, we will be committed to allocating the necessary staff and resources to implement a best in class solution.