

## **Exhibit B**

### **TLD Registration Policies**

#### **.FOX Domain Name Registration Policy**

**Version: 2014-08-28**

##### **1. SECTION 1 - INTRODUCTION**

The .FOX Domain Name Registration Policy (the "Policy") governs the registration of domain names under the TLD .FOX which is owned and operated by the Registry Operator, namely Fox Registry, LLC, and may, at the discretion of the Registry Operator, be updated periodically. The current Policy is available at the URL: **[TBC]**.

The Policy is consistent with all applicable ICANN Consensus Policies and Temporary Policies and the Registry Operator is committed to ensure that said Policies are strictly complied with.

##### **2. SECTION 2 - DEFINITIONS**

###### **2.1 Affiliate**

A person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified, and (ii) "control" (including the terms "controlled by" and "under common control with") means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit arrangement or otherwise (as per Section 2.9 (c) of the Registry Agreement).

###### **2.2 Domain Name**

A label registered at any level under the .FOX TLD.

###### **2.3 ICANN**

The Internet Corporation for Assigned Names and Numbers.

###### **2.4 IDN**

Internationalised Domain Name.

###### **2.5 Registrar**

An ICANN accredited registrar who is authorised by the Registry Operator to register domain names under the .FOXTLD.

###### **2.6 Trademark Licensee**

Any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .FOX TLD string operated by Registry Operator, where: (i) such license is valid under applicable law; (ii) such license is for the use of such trademark in the regular course of that entity's business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD; (iii) such

trademark is used continuously in that entity's business throughout the Term; and (iv) the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration (as per Section 3.2 of Specification 13, (.BRAND TLD Provisions) of the Registry Agreement).

**3. SECTION 3 - ELIGIBILITY REQUIREMENTS FOR REGISTRATION AND USE OF DOMAIN NAMES UNDER .FOX TLD**

The Registry Operator will operate the .FOX TLD on a restricted basis and will only permit domain name registrations at any level under the .FOX TLD for the exclusive registration and/or use by the Registry Operator, its Affiliates and Trademark Licensees, subject to Registry Operator's sole discretion. It will not be possible for individuals or entities who are not the Registry Operator or its Affiliates or Trademark Licensees to register or use domain names under the .FOX TLD.

In addition, the Registry Operator does not intend to sell, distribute or transfer control or use of any domain name registrations in the .FOX TLD to any party that is not an Affiliate of the Registry Operator or a Trademark Licensee.

Accordingly the Policy does not contain provisions relating to registration by parties that are not the Registry Operator or its Affiliates or Trademark Licensees as the Registry Operator will solely and wholly control and maintain registrations under the .FOX TLD.

No proxy or anonymous registrations will be allowed under the .FOX TLD and the name of the registrant entity will always be apparent.

**4. SECTION 4 - DOMAIN NAME REGISTRATION RULES**

The registration and use of domain names under the .FOX TLD will be subject to a validation process and then, at the discretion of the Registry Operator, to verifications during the registration lifecycle of the respective domain names registered under the .FOX TLD.

The validation process and the verification process will be exclusively managed internally by the Registry Operator.

**5. SECTION 5 - VALIDATION PROCESS**

The validation process will seek to ensure that any domain name registered under the .FOX TLD abides by:

- (a) The Eligibility Requirements set out in at Section 3.
- (b) Naming Rules:
  - (i) The registered domain name must be at least 1 character and no more than 63 characters, not including the TLD.
  - (ii) The registered domain name may only consist of the letters A-Z, numbers 0-9 or hyphens.
  - (iii) The registered domain name may not begin or end with a hyphen.

- (iv) The registered domain name may not have two consecutive hyphens, in the 3rd and 4th positions, unless it is a valid IDN registration.
  - (v) No other special characters are permitted.
  - (vi) The name is not (1) a Reserved Name as defined in Schedule 5 (Schedule of Reserved Names) to the ICANN Registry Agreement applicable to the .FOX TLD or (2) an additional name reserved at the discretion of the Registry Operator.
- (c) The Registry Operator's internal rules and policies, *inter alia*, in relation to acceptable use and intellectual property.

Upon successful completion of this validation process, the Registry Operator will communicate secured instructions to the Registrar for the registration of the domain name which has successfully passed the validation process.

#### **6. REGISTRATION PERIOD**

Domain name registrations will be granted for periods between one and ten years and renewed automatically unless termination instructions are sent to the Registrar and the Registry Operator.

#### **7. VERIFICATION PROCESS**

The Registry Operator will, at its sole discretion and at any time, verify and determine whether any or all domain name registrations under the .FOX TLD comply with the Policy. In any event, as per Section 5 of Specification 13, Registry Operator will conduct such reviews at least once per calendar year.

As a result of such verification and determination, the Registry Operator will, in its sole discretion, suspend, cancel, transfer or terminate the domain name registration(s) which the Registry Operator considers not be abiding by the Policy.