

## TRAVELERS TLD, LLC - SUNRISE REGISTRATION POLICY

### 1. PURPOSE

This Sunrise Registration Policy sets forth the terms and conditions that govern sunrise domain name applications, and domain name registrations, from the .REDUMBRELLA, .TRV, and .TRAVELERSINSURANCE top-level domain registries operated by Travelers TLD, LLC (“Travelers TLD” or “Registry Operator”).

In accordance with Travelers TLD’s relevant Registration Policies, only Travelers TLD and its Affiliates are eligible to register domain names from these registries. Therefore, it is not envisioned that other registrants will be eligible to reserve or register domain names during the Sunrise Period(s). However, in accordance with ICANN requirements, this Sunrise Registration Policy sets out the process for registration of domain names during the Sunrise Period(s) and for the resolution of any disputes arising from such registrations.

Any domain name registered from a Travelers TLD top-level domain registry, including names registered during the Sunrise Period(s), are subject to Travelers TLD’s relevant Registration Policies including the registrant eligibility criteria set forth therein.

### 2. SUNRISE REGISTRATION

#### 2.1. Sunrise Period(s) and Allocation

The Sunrise Period for each registry will continue for 30 days from the launch of the TLD. Travelers TLD will utilize a start-date sunrise registration period. All domain name registrations shall be allocated on a first-come, first-serve basis, with the first applicant to satisfy all registration criteria, including eligibility criteria, being allocated the relevant second-level domain name registration.

#### 2.2. Eligibility for Sunrise Registration

During the Sunrise Period(s), registration is restricted to applicants who:

- (i) meet the eligibility requirement under the relevant Travelers TLD Registration Policy for the registry; and
- (ii) are holders of a trademark registered in the TMCH having a corresponding SMD file.

#### 2.3. Requirements for registration during the Sunrise Period(s)

The domain name applied for registration during a Sunrise Period must:

- (i) be an Identical Match to the mark in the SMD File;
  - a) For a trademark exclusively consisting of letters, words, numerals and/or special characters: the recorded name of the mark is an identical match to the reported name as long as all characters are included in the trademark record provided to the TMCH and in the same order in which they appear on the trademark certificate.
  - b) For marks that do not exclusively consist of letters, words, numerals, or special characters: the recorded name of the trademark is an identical match to the reported name as long as the name of the trademark includes letters, words, numerals, keyboard signs, and punctuation marks that are:
    - (i) predominant;
    - (ii) clearly separable or distinguishable from the device element; and
    - (iii) all predominant characters are included in the trademark record submitted to the TMCH in the same order they appear in the mark.

and;

- (ii) meet all the requirements in the Travelers TLD Registration Policy for the registry. Registry Operator, via registry service provider, will not accept a Sunrise Application unless the applied-for domain name meets the applicable requirements as defined in RFC 1035m 2181 and RFC 1123, including the following technical and syntax requirements. The domain name label must:
  - a. if ASCII, consist exclusively of the letters A-Z, the numbers 0-9, and hyphens;
  - b. if non-ASCII (e.g., IDN), consist of language scripts offered by the Registry Operator (as specified on Registry Operator’s website);
  - c. not begin or end with a hyphen ('-');
  - d. not exceed 63 characters;
  - e. contains at least one character (not including the .\*\*); and
  - f. not contain hyphens in the third and fourth position, except if they represent valid internationalized domain names in their ASCII encoding, namely 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 above.

#### **2.4. Sunrise Application Validation**

Sunrise applications submitted during the Sunrise Period(s) are subject to validation before Registry Operator will issue a domain name registration. Registry Operator, or a validation agent appointed by Registry Operator, may attempt to verify that the domain name applied for during the Sunrise Period is an identical match to the Validated Mark in the SMD File, meaning that the proposed domain name consists of the complete and identical textual elements of the mark in accordance with section 4.2.1 of the TMCH Guidelines. If Registry Operator and/or the validation agent are unable to validate the sunrise application, Registry Operator may reject the sunrise application.

### **3. SUNRISE DISPUTE RESOLUTION**

#### **3.1. Sunrise Registration Challenges**

All sunrise registrations are subject to Travelers TLD's Sunrise Dispute Resolution Policy, which is incorporated herein by reference. Before filing a complaint with a Provider pursuant to the Sunrise Dispute Resolution Policy, a complainant must contact Registry Operator at [ngtld-abuse@cscinfo.com](mailto:ngtld-abuse@cscinfo.com) and provide Registry Operator with an explanation of the basis for the to-be-filed complaint. Upon receipt of such a communication, Registry Operator will attempt to resolve the matter informally. If Registry Operator, in its sole discretion, determines that it is unable to resolve the matter, Registry Operator will notify the complainant to submit its complaint to a Provider. Challenges may be filed with a Provider pursuant to the Sunrise Dispute Resolution Policy for a period of ninety (90) days following conclusion of the Sunrise Period.

### **4. DEFINITIONS**

**Affiliate** *has the same meaning as defined in Registry Agreement.*

**Identical Match** *means that the domain name requested for registration is an identical match to the trademark submitted and verified by TMCH in that the label consists of the complete and identical textual elements of the mark in accordance with section 4.2.1 of the TMCH Guidelines available at: <http://www.trademark-clearinghouse.com/content/trademark-clearinghouse-guidelines-published>.*

**Provider** *means the dispute resolution provider appointed by Registry Operator to administer resolution of disputes arising under Travelers TLD's Sunrise Challenge Dispute Resolution Policy.*

**Registry Operator** *means TRAVELERS TLD, LLC.*

**Registry Agreement** *means the agreement between Registry Operator and ICANN.*

**Registration Policies** *means the domain name registration policies governing the registration and use of domain names for the .REDUMBRELLA, .TRV, and .TRAVELERSINSURANCE top-level domains.*

**Registry Rules** *mean:*

- (i) *this Sunrise Registration Policy as amended by Registry Operator from time to time;*
- (ii) *the relevant Registration Policy as amended by Registry Operator from time to time; and*
- (iii) *any other rules, regulations, or policies provided by Registry Operator and amended from time to time.*

**SMD File** *means a signed mark data file issued by the TMCH.*

**Sunrise Period(s)** *means the limited period of time mandated by ICANN during which eligible trademark holders may apply to a top-level domain registry operated by Travelers TLD for a domain name registration that matches their trademark.*

**TMCH** *means the Trademark Clearinghouse.*

**Validated Mark** means a trademark that has been submitted for recordation with the TMCH together with proof of use of the trademark and which has been accepted for inclusion in the TMCH.