

.wme Registration Policies

Contents

1. Eligibility Requirements
2. Registration Policies
3. Acceptable Use Policy
4. Rights Protection
5. Reserved and Restricted Names Policy
6. Name Collision
7. Privacy Policy
8. Whois Access Policy
9. Definitions

Brand Registry Version
Date 21 Aug 2014

.wme Registration and Eligibility Policies

Revised date: 19 November 2014

BRAND TLD - .wme Registry Policies

William Morris Endeavor Entertainment operates .wme as a closed, restricted brand Top Level Domain for the exclusive use of its subsidiaries and affiliates.

William Morris Endeavor Entertainment (WME) is the largest talent agency in the world, with offices in Beverly Hills, New York City, Nashville, London, and Miami.

WME's mission is to represent and showcase sports stars and artists from all facets of the entertainment industry, including motion pictures, television, music, theatre, digital, publishing, lifestyle, and physical production and advise some of the world's most recognized consumer brands to create "entertainment-based marketing solutions." It counts a lengthy list of music, film and television stars—including Lady Gaga, Snoop Dogg, Conan O'Brien and Whoopi Goldberg—among its clients. WME has recently merged with the mega sporting talent company IMG Worldwide Inc. The merger is currently under regulatory review and is expected to close in a few months. IMG has a bigger presence in baseball, golf, tennis and fashion, representing such clients as tennis stars Maria Sharapova and Venus Williams, and baseball player Joe Mauer of the Minnesota Twins.

The WME mission and purpose has been established through interactions with its high profile clientele.

With the .WME TLD, WME will effectively differentiate itself by addressing the key online usage issues of safety, trust, consistency, and brand recognition associated with WME. Instead of branding itself via numerous TLDs WME will enjoy the benefit of reducing consumer issues concerning which website is the official WME website; it will be under .WME domain name.

Please note that the Registry may modify this Policy from time to time in its sole discretion. Any modifications or amendments to this Policy shall be effective upon posting on the **.wme** Registry website, the CentralNic Registrar Console and giving thirty (30) days prior notice to all **.wme** accredited Registrars.

1 .wme Domain Name Eligibility Requirements

The .wme Domain Registration Eligibility policy sets forth the guidelines that dictate the allowable labels for domain name registrations, who or what entities may register the names, how the names may be used as well as the technical criteria each name must meet.

Only WME and its Affiliates will be allowed to request second level domain registrations. WME will implement an internal process that will define how they can submit second-level registration requests and the approval process for such registrations.

WME envisions having a domain management department that will be responsible for the receipt of domain name registration requests from specially designated and approved managers (Domain Manager(s)) through a documented internal request form. Once the Domain Manager receives a registration request, an internal review will be completed to ensure the name complies with internal policies and procedures, the policies herein, and all technical ICANN specifications in the ICANN Agreement. Once the name has undergone the standard review, and is deemed in compliance with internal rules and procedures, the name will be approved and submitted through an ICANN-Accredited Registrar for registration. If the registrant ceases to be eligible at any time in the future then WME may cancel or suspend the domain name immediately.

2 .wme Registration Policies

- 2.1 Term. Names may be registered for a period of no less than one (1) year and no more than ten (10) years, commencing on the date on which the Registry accepts the request for registration submitted by the accredited registrar.
- 2.2 Names registered in **.wme** must have at least 1 character and not more than 63. All 2 character domain names are reserved in accordance with ICANN policy and the terms of its Agreement with ICANN. In the event of ICANN authorising their release then this policy shall be amended accordingly to permit such 2 characters as authorised by ICANN.
- 2.3 Names registered in **.wme** may contain the 26 letters of the Latin alphabet, "a-z", the ten digits, "0-9", a hyphen, "-", and a dot, ".". The dot is used exclusively to separate labels. The hyphen may not appear at the beginning or end of a label. A label may not contain more than 63 characters and the total number of characters in a name may not exceed 255 (including a final dot that is not normally displayed as a part of the name).
- 2.4 Two hyphens may appear in the third and fourth positions in a label in a **.wme** name only in accordance with the policies and procedures for Internationalized Domain Names (IDN) referenced below.
- 2.5 IDNs may be supported in **.wme** TLD. IDNs will be subject to specific terms and policies set forth by ICANN and/or Registry. The limitations on the length of individual labels and the total length of a name stated in Section 2.2, above, apply to the encoded form ("Punycode") of a name containing characters from the extended range, as further described in the separate IDN documentation.
- 2.6 For further information on the IDN tables applicable to **.wme** please see https://manage.centralnic.com/support/idn_tables/WME.
- 2.7 Mixed scripts are not permitted.
- 2.8 Registry reserves the right to implement IDNs in **.wme**.
- 2.9 Dotless domains are not permitted in the TLD. Dotless domain names are those that consist of a single label (e.g., <http://example>, or mail@example). Dotless names would require the inclusion of, for example, an A, AAAA, or MX, record in the apex of a TLD zone in the DNS (i.e., the record relates to the TLD-string itself).
- 2.10 All names registered in **.wme** TLD are subject to the **.wme** strict Eligibility Requirements at 1 above.
- 2.11 All names registered in **.wme** TLD are subject to the Reserved and Restricted Domain Names Policy.

3 Acceptable Use Policy

- 3.1 All **.wme** names are subject to this Acceptable Use Policy. Please note that the Registry may modify this Policy from time to time in its sole discretion. Any modifications or amendments to this Policy shall be effective upon posting on the **.wme** Registry website and internal circulation within WME. The Registry reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including the use of computer forensics and information security technological services, among other things, in order to implement its Acceptable Use Policy. WME reserves the right to cancel or place any domain name(s) on registry lock, hold, delete or other status, as it deems necessary, at its sole discretion and without notice:
- 3.1.1 to protect the integrity, security, and stability of the domain name system;
 - 3.1.2 to comply with any applicable court orders, laws, requests or rulings from law enforcement agencies, government agencies, or other organizations, or dispute resolution proceedings;
 - 3.1.3 to avoid any liability, civil or criminal, on the part of the Registry, as well as its affiliates, subsidiaries, officers, directors, and employees or its service providers;
 - 3.1.4 per the terms of the Registration Agreement;
 - 3.1.5 to respond to or protect against any form of malware (which includes, without limitation, malicious code or software that may affect the operation of the Internet);
 - 3.1.6 to comply with specifications of any industry group or recognized authority on Internet stability (i.e., RFCs);
 - 3.1.7 to correct mistakes made by the Registry or any registrar in connection with the domain name registration;
 - 3.1.8 to comply with Registry and or “company policies” of WME.
- 3.2 The following activities are prohibited, and constitute registration abuse which may result in cancelling, and/or or deleting of the domain name and possibly disciplinary action on behalf of the Registry if such action is found to be from an employee of WME. The Registrant and/or user of domain names in the TLD agrees to the following:
- a. Not upload, post, email, publish, transmit or otherwise make available (collectively, "**Transmit**") any Content that in the Registry’s sole discretion is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libellous, invasive of another's privacy, hateful, or racially, ethnically or otherwise objectionable;
 - b. Not harm minors in any way;
 - c. Not distribute malware; or operate botnets; or attempt to gain unauthorised access : a computer, information system, user account database or a security system
 - d. Not engage in phishing, piracy, trademark or copyright infringement, fraudulent or deceptive practices, counterfeiting or other activity contrary to applicable law;

e. Not impersonate any person or entity, including, but not limited to, an official, forum leader, guide or host, or falsely state or otherwise misrepresent your affiliation with a person or entity;

d. Not forge headers or otherwise manipulate identifiers in order to disguise the origin of any Content transmitted;

e. Not Transmit any Content that the Registrant or user does not have a right to make available under any law or under contractual or fiduciary relationships (such as inside information, proprietary and confidential information learned or disclosed as part of employment relationships or under nondisclosure agreements);

f. Not Transmit any Content that infringes any patent, trademark, trade secret, copyright or other proprietary rights ("Rights") of any party;

g. Not Transmit any unsolicited or unauthorized advertising, "junk mail," "spam," "chain letters," "pyramid schemes," "phishing" or "pharming";

h. Not Transmit any content that contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer software or hardware or telecommunications equipment;

i. Not disrupt the normal flow of dialogue, cause a screen to "scroll" faster than other users are able to or otherwise act in a manner that negatively affects other users' ability to engage in real time exchanges;

j. Not interfere with or disrupt servers or networks, or disobey any requirements, procedures, policies or regulations of networks;

k. Not relay email from a third party's mail servers without the permission of that third party.

l. Not use "robots" or otherwise harvest other's email addresses for purposes of sending unsolicited or unauthorized material;

m. Not upload, post, email, or transmit the same message, URL, or post multiple times;

n. Not intentionally or unintentionally violate any applicable local, state, national or international law, including, any rules of any national or other securities exchange, and any regulations having the force of law; and,

o. Not "stalk" or otherwise harass another, or engage in cyber bullying.

3.3 All Registrants must comply with all applicable laws including those that relate to privacy, data collection, consumer protection (including in relation to misleading and deceptive conduct) and applicable consumer laws.

3.4 In the event that a Registrant has registered a domain name that infringes the rights of another, the Registry reserves the right in cooperation with the sponsoring Registrar to cancel or transfer such domain name registration, and take further action against the Registrant.

- 3.5 All **.wme** domain names are subject to ICANN’s policies, including the dispute resolution procedures of UDRP, URS and the rights of trademark holders as enforced by courts of law. (See further at 4 below.)
- 3.6 This AUP is to assist Registrants in the lawful use of **.wme** domain names and does not exhaustively cover all potential abuses of domain names which may result in the suspension, transfer, cancellation or locking of a domain name under this policy.
- 3.7 The Registrant information must be complete and accurate in accordance with the 2013 RAA including the Registrant company name, registered or principle place of business, telephone number and contact email. Any changes must be promptly notified within 1 month of any change.

4. Rights Protection Mechanisms

4.1 WME is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within **.wme**. WME plans to operate and maintain the **.wme** space as an extension of its current branding activities, therefore, it is highly unlikely that names in the zone will interfere with the rights of other third parties.

4.2 Nevertheless, WME plans to implement all Rights Protection Mechanisms (RPMs) as required by ICANN. These RPMs include, but are not limited to the following:

Registry’s dispute resolution procedures, including:

- Uniform Domain Name Dispute Policy (<http://www.icann.org/en/help/dndr/udrp>),
- Uniform Rapid Suspension Policy (<http://newgtlds.icann.org/en/applicants/urs>),

4.3 Trademark Claims Notices

All domain names in the first ninety days of general availability will be subject to Claims notification in accordance with ICANN policy.

5. Reserved and Restricted Names Policy

Reserved and Restricted Names Policy (“Policy”) of **.wme**.

- 5.1 The Registry may reserve (i.e. withhold from registration or allocate to itself), restrict, or block certain domain names from registration (“Reserved List”). The Registry may add or remove domain names from its Reserved List at any time. This Reserved List of domain names shall generally consist of:
 - 5.1.1 Names reserved for business purposes, marketing, branding;
 - 5.1.2 Names Reserved to comply with ICANN requirements such as, but not limited to, Specification 5 of the ICANN Registry Agreement;
- 5.2 Geographic names including two character labels, country and territory names will be reserved initially in accordance with the Registry Agreement. WME intends to apply for their release, upon approval by ICANN and any rules or guidelines by applicable

governments, the ICANN Governmental Advisory Committee this policy may be changed accordingly.

6. Name Collision Mitigation

WME shall undertake the Name Collision Occurrence Management in accordance with ICANN policy as established by the Name Collision Occurrence Management Framework (adopted by ICANN Board New gTLD Program Committee on 30 July 2014 or as subsequently updated) and in accordance with Section 6.2 of Specification 6 of the Registry Agreement.

7. Privacy Policy of .wme

Introduction

7.1 WME has appointed CentralNic Ltd as its Registry Service Provider. As a registered company in England and Wales, the Registry Service Provider is subject to the privacy laws and regulations of England and Wales and is subject to data protection laws of England and the EU.

Visitors are subject to the privacy policy posted on its websites which may be changed from time to time:

This information is stored and used in a number of different ways. This Privacy Policy is intended to outline the information the Registry collects, how it's stored, how it's used and how it's protected. Please note that the Registry may modify this Policy from time to time in its sole discretion. Any modifications or amendments to this Policy shall be effective upon posting on the **.wme** Registry website.

7.2 The Registry having considered the applicable laws on data protection principles, which have guided the development of this policy:

1. Personal data shall be processed fairly and lawfully.
2. Personal data shall be obtained only for one or more specified and lawful purposes, and shall not be further processed in any manner incompatible with that purpose or those purposes.
3. Personal data shall be adequate, relevant and not excessive in relation to the purpose or purposes for which they are processed.
4. Personal data shall be accurate and, where necessary, kept up to date.
5. Personal data processed for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
6. Appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data.

7.3 What information the Registry collects

7.3.1 All domain names registered in the **.wme** database has to be associated with the following information:

- **Registered Name Holder** (or registrant): the legal owner of the domain name.
- **Administrative Contact:** the entity authorized by the registrant to interact with the registrar on behalf of the registrant.
- **Technical Contact:** the entity authorized by the registrant to maintain the technical operations of the domain name.
- **Sponsoring registrar:** The entity authorized by the registrant to register and manage the domain.
- **Name servers:** the domain name servers to which the domain must be delegated in order to function.

7.3.2 The following information may also be provided:

- **Billing Contact:** the entity authorized by the registrant that is responsible for payment of registration and renewal fees to the registrar, if applicable.
- **DNSSEC DS records:** digests of the DNSSEC Secure Entry Point (SEP) for the domain name.

7.3.3 The Registrant and the Administrative, Technical and Billing Contacts described above include the following information:

- Contact Name/Role
- Organisation
- Street Address
- City
- State/Province
- Post code
- Country
- Phone
- Fax
- Email

7.3.4. The registrar provides this information to the Registry when the domain is registered. Registrars can also amend the above information at any time during the lifetime of the domain registration.

At the point of registration, the Registry also stores the following information:

- The creation date of the domain,
- The expiry date of the domain,
- Status codes used to lock the domain, prohibit updates, etc.,
- A random authorisation code used for transfers.

7.4 How information is stored

Domain name registration information is stored in a central database. This database is hosted in a secure colocation facility and is protected by enterprise-grade firewalls.

The Registry takes regular backups of the database to ensure continuity of service. All backups are stored in an encrypted format and are transmitted to off-site locations using encrypted communications channels to prevent unauthorized access.

7.5 How information is used

As a domain name registry, we use this information in the following ways:

1. We use the domain name, name servers, and DNSSEC DS records (if any) to publish DNS zone files to facilitate the functioning of the domains.

This information can be queried through our public DNS servers. Third parties can also access copies of the zone files after signing an agreement.

2. The Registrant, Administrative, Technical and Billing Contact information is published via our Whois service.

The Whois system is a standard service operated by all domain name registries and Regional Internet Registries (RIRs) and is used by third parties to obtain information about registered domain names, and has a variety of uses, including:

- a. Supporting the security and stability of the Internet by providing contact points for network operators and administrators, including ISPs, and certified computer incident response teams;
 - b. Determining the registration status of domain names;
 - c. Assisting law enforcement authorities in investigations for enforcing national and international laws;
 - d. Assisting in combating abusive uses of information communication technology;
 - e. Facilitating inquiries and subsequent steps to conduct trademark research and to help counter intellectual property infringement;
 - f. Contributing to user confidence in the Internet by helping users identify persons or entities responsible for content and services online; and
 - g. Assisting businesses, other organizations and users in combating fraud, complying with relevant laws and safeguarding the interests of the public.
3. The Registry uses the Registrant, Administrative, Technical and Billing Contact information to contact the appropriate entities when dealing with the following issues, without limitation:
 - a. Misdirected SSL certificate requests
 - b. Complaints of trademark or copyright infringement, malware, fraud or spam

7.6 An example of a typical Whois record appears below.

Domain ID:CNIC-DO57351

Domain Name: **SAMPLE.wme**
Created On: 03-May-2014 12:00:42 UTC
Last Updated On: 16-Apr-2014 16:26:58 UTC
Expiration Date: 03-May-2015 23:59:59 UTC
Status:OK
Registrant ID: H1030205
Registrant Name: Hostmaster,WME.
Registrant Street1: Centre Point, 103 New Oxford Street, London
Registrant Postal Code: WC1A 1DD
Registrant Country: UK
Registrant Phone: +442075346840
Registrant FAX: +442075346900
Registrant Email: domains@wmeentertainment.com
Admin ID: C11480
Admin Name: Domain Administrator
Admin Organization: WME
Admin Street1: Centre Point, 103 New Oxford Street, London
Admin City: London
Admin Postal Code: WC1A 1DD
Admin Country:UK
Admin Phone: + 442075346840
Admin FAX: +442075346900
Admin Email: domains@wmeentertainment.com
Tech ID: C11480
Tech Name:Domain Administrator WME
Tech Organization: .WME
Tech Street1: Centre Point, 103 New Oxford Street, London
Tech City:London
Tech Postal Code: WC1A 1DD
Tech Country: UK
Tech Phone: + 442075346800
Tech FAX: + +442075346900
Tech Email: domains@wmeenterntainment.com
Billing ID: H1030205
Billing Name: Hostmaster WME
Billing Street1: Centre Point, 103 New Oxford Street, London
Billing City: London
Billing Postal Code: WC1A 1DD
Billing Country: UK
Billing Phone:+ 442075346800
Billing FAX:+ 442075346900
Billing Email: domains@wmeenterntainment.com
Sponsoring Registrar ID: C11480
Sponsoring Registrar Organization: WME
Sponsoring Registrar Street: Centre Point, 103 New Oxford Street, London
Sponsoring Registrar City: London
Sponsoring Registrar Postal Code: WC1A 1DD
Sponsoring Registrar Country: UK
Sponsoring Registrar Phone: +442075346800
Sponsoring Registrar FAX: +442075346900
Sponsoring Registrar Website: <http://www.NIC.wme/>

Name Server: WME.COM
DNSSEC: Signed
DS Key Tag 1:56736
Algorithm 1:7
Digest Type 1:1
Digest 1:6419B7C362DC3904484D519507208AB2CDF62947
DS Key Tag 2:56736
Algorithm 2:7
Digest Type 2:2
Digest 2:BAC5C176500C920C4DF5013DD0A84C3BA4CAAF916C91F017F06B36EF E7788774

7.7 How information is protected

All interfaces used to collect information (specifically, EPP and Toolkit systems, the web-based Registrar Consol and the Registry website) use the Secure Sockets Layer (SSL) to encrypt information as it is transmitted to the Registry's system. This is the same technology used to secure e-commerce systems and online banking.

As described above, the database storing domain name registration data is hosted on a server in a secure colocation facility, protected by a firewall. When copied from this server, the database is always transmitted and stored using encryption technology.

8. Whois Access Policy

Dissemination of Domain Registration Information:

WME, the Registry Operator for TLD **.wme** ("Registry Operator"), is required to collect and provide domain name registration information ("Whois Data") for a variety of purposes. The Registry Operator provides access to Whois Data through a standard text-based network protocol on Port 43. Whois Data can also be accessed on the Registry Operator's website using a standard web interface at www.nic.wme (port 80).

Both interfaces are publicly available at no cost to the user and are reachable worldwide. This service is available to any Internet user and its use does not require prior authorization or permission.

Access to Whois Data in the Registry Operator's database is provided to assist in determining the contents of a domain name's registration record. Whois Data consists not only of the domain name but also the relevant contact information associated with the domain name as provided by the registrant. It also identifies nameserver delegation and the domain name's registrar of record.

The data in this record is provided for informational purposes only; the Registry Operator does not guarantee Whois Data accuracy. This service is intended only for query-based access. By submitting a Whois query to the Registry Operator, you agree to abide by this Whois Access Policy (this "Policy"). Please note that the Registry may modify this Policy from time to time in its sole discretion. Any modifications or amendments to this Policy shall be effective upon posting on the **.wme** Registry website and giving 90 days prior written notice to all **.wme** accredited Registrars and on the CentralNic Registrar Console.

Security and Stability Considerations:

Abuse of the Registry Operator's Whois interface through data mining may be mitigated by detecting and limiting bulk query access from single sources. Such queries by non-authorized parties will be limited and unauthorized queries may result in responses that do not include data sets representing significant portions of the registration database.

In addition, the Registry Operator's Whois web interface adds a simple challenge-response CAPTCHA that requires a user to type in the characters displayed in a certain image.

The **.wme** Registry Operator will employ a blacklist to block access to Whois Data by those found to violate this Policy or any **.wme** Registry Operator policy. At **.wme** Registry Operator's sole and complete discretion, individual Internet protocol ("IP") addresses or IP ranges may be prevented from accessing Whois Data.

Terms of Use:

By accessing Whois Data from the Registry Operator, you agree that you will use the Whois Data only for lawful purposes and that under no circumstances will you use the Whois Data to:

- allow, enable, or otherwise support the transmission by e-mail, telephone, or facsimile of mass unsolicited, commercial advertising or solicitations to any entities (other than your existing customers from whom you collected such information with their knowledge and permission);
- enable high volume, automated, electronic processes that send queries or data to the systems of the Registry Operator, its registry service provider or any ICANN-accredited registrar, except as reasonably necessary to register domain names or modify existing registrations; or
- collect or attempt to collect the majority or entirety of the Whois database contents.

Users who collect Whois Data by any of the above purposes are prohibited from publishing such Whois Data.

When using the Registry Operator's Whois service, consider the following:

- The Whois service is not a replacement for standard EPP commands;
- Whois Data is not considered authoritative for registered domain objects;
- The Whois service may be scheduled for downtime during production or operation, testing and evaluation maintenance periods; and,
- Queries to the Whois service may be "throttled" (i.e. if too many queries are received from a single IP address within a specified time, the service will begin to reject further queries for a period of time to prevent disruption of Whois service access).

Information regarding the **.wme** Registry Operator's searchable Whois service is available on its website at www.nic.wme.

9. Definitions

In this document:

"Accredited Registrar" or "Registrar" means a domain name registrar that is (i) accredited by ICANN

and (ii) has entered into a Registry-Registrar Agreement with the Registry.

“Affiliate” has the same meaning as defined in the Registry Agreement. [For reference: Section 2.9 (c) :*“Affiliate” means 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.*]

“Allocation” means the method by which a domain name is created and assigned to an Applicant, “Allocated” shall have a corresponding meaning.

“Applicant” means the company or organisation in whose name an Application is submitted meeting the eligibility criteria of WME Registry.

“Application” means the complete and technically correct request for a domain name, which complies with this policy and any other policy issued by WME, or ICANN.

“Available Names” means **.wme** names that have not been reserved, restricted, registered, awarded, or otherwise allocated.

“CentralNic Registrar Console” means the console provided by CentralNic available at <https://registrar-console.centralnic.com>.

“Claims Notice” means a notice provided to an Applicant indicating that the applied for Label is a Trademark Match to a Trademark Record in the Trademark Clearinghouse.

“Claims Services” means the services that collectively provide:

- Applicants with a Claims Notice, and
- Trademark Holders, with a corresponding Trademark Record, with notice that a Label that is a Trademark Match to the Trademark Record is Allocated.

“Claims Period” means any period during which the Claims Services are provided.

“General Availability” means the point in time following which requests to register a domain name may be received from any *eligible* party on a first come, first served basis.

“ICANN” means the Internet Corporation for Assigned Names and Numbers, its successors and assigns.

“ICANN Requirements” means the Registry’s obligations under the Registry Agreement between Registry and ICANN and all ICANN Consensus Policies applicable to the **.wme** TLD.

“IDN” means Internationalized Domain Name.

“Label” means a string of characters used to form part of a domain name.

“Registrant” is an Applicant that has submitted a Registration Request that has been accepted by the Registry and meets all the eligibility criteria of WME. A Registrant is the holder of a registered name in the **.wme** TLD.

“Registration” means a **.wme** name that has been accepted by the Registry in accordance with its policies, the terms of the Registry-Registrar Agreement and the Registration Agreement for registration during a specified term.

“Registration Agreement” means the agreement between Registrant and Accredited Registrar for registration of the domain name.

“Registration Request” is an application submitted by an Accredited Registrar on behalf of an Applicant to register a name in the **.wme** TLD.

“Registry” or “Registry Operator” is the WME.

“Registrar” means an entity that is authorised to offer domain name registration services in relation to the TLD.

“Registry Policies” means the policies adopted from time to time by the Registry as posted under Policies on the Registry Website.

“Registry-Registrar Agreement” or “RRA” is the agreement between Registry and Accredited Registrars, as amended from time to time.

“Registry System” means the system operated by Registry or Registered Names in the **.wme** TLD.

“Registry Website” is www.nic.wme or other specific URL directed from such website.

“SMD File” means the Signed Mark Data file provided by the TMCH Sunrise and Claims Operator to a holder of a Validated Mark which is encoded with information such as the Labels that may be Allocated during a Sunrise Period or be subject to trademark claims notice.

“Trademark Holders” are those eligible trademark owners who have been issued with a SMD File from the TMCH Sunrise and Claims Operator and meet the eligibility requirements specified in the Trademark Sunrise Policy.

“TLD” means Top Level Domain and for the purpose of this policy the TLD shall be **.wme**

“TMCH Sunrise and Claims Operator” means the providers appointed by ICANN to serve as the

Trademark Clearinghouse by accepting, authenticating, validating and facilitating the transmission of information related to certain trademarks.

“Trademark Clearinghouse Guidelines” means the guidelines which can be found at the following link <http://www.trademark-clearinghouse.com> (as may be updated from time to time) which provide an overview of the requirements for the inclusion of trademarks in the Trademark Clearinghouse and the issuance of a SMD File.

“Trademark Clearinghouse” means the central repository for information to be authenticated, stored, and disseminated, pertaining to the rights of Trademark Holders.

“Trademark Match” means that a Label is a match to a trademark, as described in the Trademark Clearinghouse Guidelines.

“Trademark Record” means a complete and correct set of information concerning a trademark or other mark submitted to the Trademark Clearinghouse.

“Validated Mark” means a mark that has been verified by the TMCH Sunrise and Claims Operation as meeting the requirements specified in the Trademark Clearinghouse Guidelines including those relating to proof of use.