

.ISMAILI SUNRISE AND LAUNCH POLICY

1. INTRODUCTION

The .ISMAILI Sunrise Policy (the "**Policy**") governs the registration of Domain Names during the Sunrise Period under the TLD .ISMAILI, which is owned and operated by the Registry Operator, namely Fondation Aga Khan.

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. 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 "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 .ISMAILI 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 .ISMAILI TLD.

2.6 Trademark Clearinghouse (TMCH)

The TMCH is a rights protection mechanism that has been mandated by ICANN as part of the New gTLD Program. The TMCH accepts and authenticates rights information, and supports both trademark claims and sunrise services, required in the launch program of new gTLDs. See following link for further information: <https://newgtlds.icann.org/en/about/trademark-clearinghouse>

3. ELIGIBILITY REQUIREMENTS FOR REGISTRATION AND USE OF DOMAIN NAMES UNDER .ISMAILI TLD

The Registry Operator will operate the .ISMAILI TLD on a restricted basis and will only permit Domain Name registrations at any level under the .ISMAILI TLD for the exclusive registration and/or use by the Registry Operator and its Affiliates, 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 to register or use Domain Names under the .ISMAILI TLD.

In addition, the Registry Operator does not intend to sell, distribute or transfer control or use of any Domain Name registrations in the .ISMAILI TLD to any party that is not an Affiliate of the Registry Operator.

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

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

4. SUNRISE PERIOD

The Registry Operator will operate a Sunrise Period for 30 days.

4.1 Sunrise requirements

During the Sunrise Period, Registry Operator will only accept domain name applications from holders of a valid SMD file as provided by the TMCH, provided the holder of the SMD file meets the eligibility criteria as set out in Section 4.2.

4.2 Eligibility

Only those entities described under Section 3 of the Policy will be considered as eligible applicants for Sunrise Period Domain Name registrations.

4.3 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.

5. DOMAIN NAME REGISTRATION RULES

The registration and use of Domain Names under the .ISMAILI 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 .ISMAILI TLD.

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

6. VALIDATION PROCESS

The validation process will seek to ensure that any Domain Name registered under the .ISMAILI TLD abides by:

- (a) The Eligibility Requirements set out in 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 .ISMAILI 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.