

Landrush Policy

As the Registry Operator, Dot-Irish LLC has adopted this Landrush Policy which is also incorporated by reference into the Registry-Registrar Agreement associated with Domain Names registered in the .Irish TLD ("TLD"). Please note that the Registry Operator may modify this Policy from time to time and such modifications shall be effective upon thirty (30) days notice by the Registry to relevant parties including sponsoring registrars. Such changes will be available on the Registry web site or such other URL as the Registry may designate, which shall satisfy all notice requirements set out in this Policy.

1. **Landrush Overview.** Landrush is a limited-time opportunity for those Domain Name applications that do not qualify for Sunrise registration, but where the applicant wants to secure a valued .Irish Domain Name and avoid the uncertainty of first come, first served general availability registration. Landrush is open to members of the general public and there are no particular qualification requirements needed to participate in this phase.

Landrush will run for approximately thirty (30) days beginning at 16:00 hours UTC on May 21, 2015 and terminate at 16:00 hours UTC on June 20, 2015. This phase is designed to offer potential registrants the opportunity to obtain a desired Domain Name and during this limited period, anyone may apply for .Irish Domain Names. Following the end of the Landrush period, Domain Names applied for by a single eligible Applicant will be automatically allocated to such sole Applicants. However, Domain Names with more than one eligible Applicant will proceed to a closed auction between the competing Applicants.

2. **Scope and Eligibility.** An Applicant may submit applications in the form provided by qualified registrars for any available Domain Names, meaning names that have not been (a) blocked, reserved or restricted by the Registry, or (b) registered, awarded, or otherwise allocated prior to commencement of the Landrush Period. As part of the Landrush application, the Registry may request certain information about the Applicant, including without limitation, name and contact information and other Whois information required by the Registry's agreement with ICANN, the Registry-Registrar Agreement or the Registry's General Domain Name Registration policies.

In order to be eligible to register Domain Names during the Landrush Period, Applicants must submit a completed application and clearly identify the Domain Name applied for.

3. **Allocation.** The Landrush available Domain Names will be allocated under the following conditions:

- a) Following the last day of the Landrush Period, the Registry will approve the Landrush application for an available Domain Name submitted by an eligible Applicant where it is the sole application for the specified Domain Name;
- b) At the end of the Landrush period, if more than one Landrush application is received for the identical available Domain Name, the requests will be submitted to the Registry's third party auction provider who will conduct an auction to determine which Applicant will be permitted to register the contested Domain Name. Domain Names awarded to eligible uncontested Applicants will be permitted to resolve following conclusion of the Landrush

period, and concurrent with the launch of the general availability phase of the TLD launch. Domain Names awarded to the prevailing Applicant in a Landrush Auction will be permitted to resolve pursuant to the auction rules, as more fully described here;

- c) If the Domain Name Character String meets the requirements set out in the Registry's General Domain Name Registration Policy;
- d) The Domain Name and the information contained in the Registrar's request meet the requirements in the Registrar Terms and Conditions;
- e) The required Landrush Fees has been paid to the sponsoring Registrar; and
- f) The sponsoring Registrar is in good standing with the Registry.

4. Fees. Fees that may be collected during the Landrush Period include:

- a) Landrush domain registration fee (except in the case of Landrush Auctions).
- b) In the case of a Landrush Auction, the winning auction bid amount

5. Renewal Fees. The renewal price for Domain Names registered during the Landrush Period will be set by the applicable Registrar sponsoring the Domain Name at the time of renewal. Renewal grace periods and other terms of renewal are fixed by the Registrant Agreement as well as the Registry's standard Domain Name Registration Policy which can be found at the Registry web site or such other URL as the Registry may designate for its Registry Policies.

6. Auctions. If multiple Applicants apply to register an identical Domain Name during the Landrush Period, conflicting applications will be settled by an auction conducted by the Registry's third party auction provider. Competing Applicants are not obliged to participate in an auction; instead, an Applicant may choose to withdraw their Landrush application. The final auction price must be paid to the Auction Provider prior to allocation of the Domain Name. The outcome of any auction shall be deemed final and binding upon the parties.

7. Landrush Period Dispute Policy. Registry will not participate in any way in any dispute between Landrush Period Applicants and any party other than the Auction Provider, and in that case solely regarding the use of the auction platform. All other disputes between Landrush Period Applicants and any other party shall be resolved between the applicable Applicant and such other party through any court, arbitration or other proceeding that may be available to those parties.

The Auction Provider provides an auction platform for registries to provide a mechanism through which competing applications for Domain Names may be resolved during the Landrush Period including through auctions. The Auction Provider has been appointed by the Registry and the Auction Provider's terms of service will govern and control over any dispute which may arise during any of the auction processes. The Auction terms and conditions are published by the Auction Provider and must be accepted before bidding can occur in any auction for any Domain Names.

8. The Registry's Rights regarding Landrush Applications and Registrations: The Registry reserves the right, in its sole discretion, to deny, cancel, modify or transfer any Domain Name registration or transaction, or place any Domain Name(s) or other transactions on Registry lock, hold or similar status (a) to protect the integrity and stability of the Registry's systems; (b) to comply with any applicable laws, government rules or requirements, requests of law enforcement, ICANN Policies or Registry Policies, or any dispute resolution process; (c) during the resolution of a dispute; (d) to avoid

any liability, civil or criminal, on the part of the Registry, as well as its affiliates, subsidiaries, officers, directors, and employees; (e) in respect of the Registry only, for violations of the Registry-Registrar agreement between the applicable Registrar and the Registry (for example, non-payment of fees) including, without limitation, any exhibits, attachments, or schedules thereto; (f) to correct mistakes made by the Registry in connection with a Domain Name registration; (g) following an occurrence of any of the prohibited activities described in violation of the Registry's Anti-Abuse/Acceptable Use Policy, or (h) as otherwise provided for by the Applicant's or Registrant's Registrant Agreement. Furthermore, the Registry reserves the right at any time, to verify (i) the truth, accuracy, and completeness of any information provided by the Registrant to the Registry, whether directly, through a Registrar or otherwise; and (j) the compliance by the Registrant with the applicable Registry Policies. Registrants agree to fully comply and cooperate with the Registry in connection with such verification and furnish all available documentation as the Registry may reasonably require to complete the verification.

