

Sunrise Registration Policy (.sakura)

The Sunrise process provides Trademark Holders with the first right to register domain names matching their registered marks in the TLD. The Registry Operator will strictly follow and implement all guidelines set forth by ICANN and the Trademark Clearinghouse (“TMCH”).

During the Sunrise Period, only Signed Mark Data specified in Trademark Clearinghouse Rights Protection Mechanism Requirements (“SMD”) file holders (or their agents) are allowed to submit Sunrise Application(s). Successful Sunrise Registration(s) will be allocated to trademark holders.

The Trademark Holder is responsible for protecting any labels in which it has an interest. If a Trademark Holder fails to register any domain name during Sunrise, domain names will be generally made available to all registrants that are qualified to register domain names within the TLD, subject to Registry Policies, the TMCH Claims Service, and applicable laws and regulations.

Available Sunrise Registration Periods

Sunrise Period of the TLD is End-Date Sunrise for sixty (60) calendar days prior to General Registration and commences on the date determined by Registry Operator. Sunrise Period Registrations may be registered in yearly increments of no less than one (1) year and no more than ten (10) years, commencing on the date on which the Domain Name is registered. Unless otherwise terminated, such registration will expire on the same day of the month the registration was created, unless it was created on February 29, in which case it will expire on March 1.

Sunrise Eligibility

Each Sunrise Applicant (“Applicant”) must meet the qualifications and the eligibility requirements for registrant of the TLD specified by the TLD Registration Policies, ICANN requirements and detailed in the TMCH Guidelines, as they may change from time to time (“Sunrise Eligibility”).

The Applicant must first provide information required by the TMCH to obtain the SMD file as detailed in Sections 2 and 3 of the TMCH Guidelines. The TMCH then will issue an SMD file to verified applicants. The Sunrise Applicant must submit a valid SMD file along with its Sunrise Application. The Registry Operator will perform verification of the SMD file and confirm that the applied for Label is contained in the SMD file. Where verification of the SMD file fails or the applied for Label is not contained in the SMD file, that Application will be rejected by the Registry Operator.

Domain Name Label Requirements

Registry Operator, , will not accept a Sunrise Application unless the applied - for Domain Name meets the applicable requirements as defined in RFC 1035 and RFC 1123, including the following technical and syntax requirements. The Domain Name Label must:

- if ASCII, consist exclusively of the letters A-- - Z (case insensitive), the numbers 0-- - 9, and hyphens;
- if non-- - ASCII (e.g., IDN), consist of language scripts offered by the Registry (as specified on the Registry Website);
- not begin or end with a hyphen;
- not exceed 63 characters;
- contains at least one character; and
- not contain hyphens, except 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 in Subsection (b) above.

Application Process

The following process applies to Sunrise Applications: SMD files submitted with Sunrise Applications are validated by Registry Operator. Sunrise Applications missing a valid SMD file or containing an invalid SMD file will be rejected by the Registry Operator. Domain Names will be registered to the Applicant, after the Sunrise Period ends, for which valid Sunrise Application(s) have been received, that:

- (1) meet the Sunrise Eligibility set forth herein and other Sunrise Registration eligibility criteria specified by the TLD Registration Policies, ICANN requirements and detailed in the TMCH Guidelines, as they may change from time to time; and
- (2) were submitted in accordance with Registry Policies , ICANN Requirements, and the Registry-Registrar Agreement.

Sunrise Registration

Unless otherwise stated in this Policy, the Registry Operator will register a Domain Name if:

- The Domain Name Label meets the requirements set out above;
- The Domain Name Label and the information contained in the Registrar's request meet the requirements in the Registrar Terms and Conditions;
- The Domain Name Label is available; and
- The Registrar is in good standing with the Registry.

Fees

No fees that may be collected for Sunrise Process.

Sunrise Applicant Notifications

Notification to Sunrise applicants will be as follows:

- The Registry will notify Registrars who sponsored a Sunrise Application of applicable Sunrise Registration allocations.
- The Registry Operator may notify the TMCH of successful Sunrise Applications once the corresponding Sunrise Registration has been made.
- The Registry Operator may also publish all or any portion of a pending Sunrise Application online (e.g., via Whois)

Registry Operator's Rights

The Registry Operator shall be entitled, but not obligated, to reject a Sunrise Application or to delete, revoke, cancel or transfer a Sunrise Registration:

- To enforce Registry Operator's policies and ICANN Requirements, each as amended from time to time;
- That is not accompanied by complete and accurate information, or where required, information is not updated or corrected, as required by ICANN Requirements or Registry Operator's policies;
- To protect the integrity and stability of the operation or management of the Registry;
- To comply with applicable laws, regulations, policies or any holding, order, or decision by a competent court or administrative authority, or any dispute resolution service provider the Registry Operator may retain to oversee the arbitration and mediation of disputes;
- To establish, assert, or defend the legal rights of the Registry Operator or a third party, or to avoid any actual or potential civil or criminal liability on the part of or damage to the Registry Operator or its affiliates, subsidiaries, contracted parties, officers, directors, representatives, employees, contractors, and stockholders;
- To correct mistakes made by the Registry Operator or any Registrar in connection with a Sunrise Registration;
- If the Registry Operator receives notice that the SMD File is under dispute.; or

As otherwise provided in the Registrar terms and conditions or Registry-Registrar agreement.