



## Registry General Registration Policy

### 1. General

This Registry General Registration Policy is incorporated by reference into the registration agreements between registrars and registrants. It forms part of the “[Registry Policies](#)” and applies to the top level domain listed below (the “TLD”):

TLD: .商城 (xn--czru2d)

Unless otherwise defined herein, capitalized terms used in this document have the meanings given to them in the ICANN Trademark Clearinghouse Rights Protection Mechanism Requirements available at <http://www.icann.org/en/resources/registries/tmch-requirements> (“**TMCH Requirements**”).

### 2. General Registration Commencement

After conclusion of the Sunrise Period and any subsequent quiet period, General Registration commences when available domain names in the TLD are open to the general public for registration, either via an auction mechanism or on a first-come, first served basis (see further details below).

A General Registration application must meet all [Registry Policies](#) (including Registry Operator’s [String Policy](#)) and ICANN requirements set out in the [Registry Agreement](#) and the [Registrar Accreditation Agreement](#) to be considered a valid application.

### 3. "Landrush Period"

During the first few weeks of General Registration (known as the “Landrush Period”), interested parties may submit available domain names in the TLD for auction. An auctioned domain names will be allocated to the successful bidder who may then apply to register the domain name through an ICANN-accredited registrar.

Detailed auction rules will be published on Registry Operator’s website at <http://www.nic.wang/>.

### 4. "Open Registration Period"

After conclusion of the Landrush Period, available domain names in the TLD are open to the general public for registration at variable initial registration fees set by registrars. Valid applications will be allocated on a first-come, first-served basis.

### 5. Trademark Claims Services

As part of the TMCH Requirements, Registry Operator will provide the Claims Services for the first ninety (90) calendar days of General Registration.

The “Claims Services” provide (i) a notice to potential domain name registrants that a domain name they are seeking to register in the TLD matches a Trademark Record (a “**Claims Notice**”); and (ii) a notification to the Trademark Holder.

A Claims Notice is intended to provide clear notice to the potential domain name registrant of the scope of the Trademark Holder’s rights. Accordingly, during the first 90 days of General Registration, a potential domain name registrant may only complete the domain name registration following acknowledgement of the receipt of a Claims Notice.