

Landrush& Auction Policy

This document describes China Internet Network Information Center (“CNNIC”) Landrush& Auction Policy, which defines the registration policies and eligibility requirements for registrations in Landrush& Auction Period. Landrush& Auction Period is the third phase of the Top Level Domain “.网络” (xn—io0a7i) for their open registration, and the second subphase of the limited registration. Domain registration in this period will open to global users, prior to General Availability Period. During this period, CNNIC will conduct Claim Service in accordance with ICANN’s mandatory trademark claims process.

Schedule of Landrush& Auction

Aug 6, 2014 – Sep 11, 2014 length of 36 days

Landrush(pre-registration) phase: Aug 6, 2014 – Sep 4, 2014, 29 days in total

Auction phase: Aug 28, 2014 – Sep 11, 2014, 14 days in total

7 days overlaps between Auction phase and Landrush phase.

Registration Terms

1. Participation Procedure

Step 1 Pre-registration: Submit domain registration application through CNNIC cooperated registrars in Landrush phase, including contact information and registrant real-name information;

Step 2 Get the username and password for Auction: if the application information certified by CNNIC, an auto-generated username and password will be sent to the applicant’s email, which can be used to participate in the Auction;

Step 3 Participate Auction: Log in the auction platform published by CNNIC to participate Auction activities;

Step 4 Registration Success: bid for the applied domain, confirm the auction results, and the success in registering the domain name;

2. Eligibility for Registration

Any organization and natural person with legal qualifications may apply for registration.

3. Application Rules

Users can apply for registration through CNNIC authorized partners by submitting corresponding identity documents. The application must be in compliance with "China Internet Domain Name Management Regulations".

In Landrush phase, domain name and the registrant information cannot be modified after submitting online application. To modify the information, applicants are required to resubmit an application.

■ Registration information needed:

- ✓ Domain names applied for registration;
- ✓ The host names of the main and secondary domain name servers for the domain name;
- ✓ If the applicant is a natural person, he or she needs to submit the name, ID type, ID number, address, telephone, e-mail etc.;
- ✓ If the applicant is an organization, it needs to submit the organization name, the type of organizational identity, organizational identity code, mailing address, e-mail, phone numbers, etc.;
- ✓ Name of the applicant's contacts, domain technical contacts, payment contacts, contractors, and mailing address, email, phone number.

■ Proof materials to be submitted

- ✓ In Mainland China: Applicants only need to submit the full name and credential number of the organization code certificate, no need to submit the electronic or paper version of the identity documents; electronic version of the identity documents should be submitted by the applicant for the other registration application materials.
- ✓ Out of Mainland China: applicants need to submit the electronic version of the identity documents.

■ Naming rules

- ✓ consist of Chinese simplified or traditional characters, the letters A-Z, the numbers 0-9 and hyphens;
- ✓ not begin or end with a hyphen;

- ✓ not exceed 63 characters(for non-ASCII label, this criteria is applied to the length of punycode transferred from Chinese label);
- ✓ not exceed 20 Chinese characters;
- ✓ contains at least one character

4. Bidding rules

■ General rules

- ✓ If there is more than one application for the same domain name within landrush period, the applicant may apply for registration by participating in the auction, and the highest bidder will win.
- ✓ If there is only one application for the same domain name, the applicant will register the domain name at the starting price.
- ✓ When the bidding is over, if the highest bidder users abandon the domain name, the second highest bidder users will have priority to bid.
- ✓ The bidding fee shall contain the domain name registration fee of the first year.

■ Initial price

- ✓ See "The Pricing Policy of .网络(xn—io0a7i)".

■ Bidding ways

- ✓ Voluntary bidding

Users can bid according to their own actual situation, the bid should be greater than the current highest bid, and conform to the markups.

- ✓ Proxy bidding

Proxy bidding refers to that the system automatically bid up with the minimum premium amount based on the highest price that the user input when other users bid, in order to maintain the users' position for the highest bidder, until the highest bid is surpassed by other users.

If the highest bidding price of the proxy bid is the same with the other bids, the one who first sets the price takes the lead. The proxy bidding price is confidential to other users. When the bidding is over, if no one bids more than the user, the user is the winning bidder who can purchase this domain name at the current bidding price.

- ✓ The markups

The minimum amount of money that the bidding user allowed to increase on the basis of the current bid in order to exceed the bidding price of the previous bidder.

Users can either bid manually, or set the proxy bidding for an automatical markup by the system. The automatical markup by the system increases along with the increase of the current bid.

- ✓ The bidding time

The bidding start and end times subject to the system prompt, before the end of the bidding time, all users can participate in the bid.

Within 5 minutes before the bidding ends, the system will automatically extend 5 minutes based on the current bid time if there is a new bid. If the bidding end time is 21:00:00, when the bidding is about to end (such as the prompting time is 20:57:59), the system will automatically extend 5 minutes, so the bidding end time extends to 21:02:59, but if there are always new bids within the last five minutes, the system will extend five minutes of the bidding time again, until no new bids come out.

- ✓ The bidding confirmation

After winning the bid in bidding transaction, the user needs to confirm the price for the domain name transaction within 72 hours. The deposits will be frozen after the confirmation of winning the bid by the users.

If the user declines the bid, the transaction will be canceled, meanwhile, the bidding guaranty bond will be deducted as a penalty, the transaction between two parties fails.

If the user fails to confirm the bid and have the sufficient payments in the account, the system will automatically confirm the transaction and tacitly approve of the price and the freeze on all the money; if there is no sufficient payments in the account, the user will be tacitly approved to be a default, when the bidding guaranty bond will be deducted as a penalty.

The bidding domain name will be registered successfully under the name of the partners to whom the applicants submit the application, within 5 working days after the bid in Landrush& Auction Period ends.

- The bidding payments

- ✓ Receipts

Users can pay through different kinds of channels provided by the bidding platform such as online banking, the third-party payment platforms or cash deposit, before the user win the bid, he or she can just recharge the deposit amount that is sufficient to pay the bidding guaranty bond.

- ✓ Withdraw deposits

If the bidding guaranty bond that is recharged in bidding time fails at last, the cash payments can be withdrawn to the bank card when users deposit, 1% of the fees will be charged by the bidding platform.

Dispute solutions

Within the Landrush& Auction period, the dispute arising from the conflict between any domain name registrant and trademark holders, must be resolved by complying with the Uniform Domain Name Dispute Resolution Policy (“UDRP”) established by ICANN or the Uniform Rapid Suspension policy (“URS”) constituted by ICANN .

The complaints filed according to UDRP will be solved in accordance with rules of <http://www.icann.org/udrp/udrp-rules-24oct99.htm>, and the supplementary rules published by administrative dispute resolution service providers specified by the users; the complaints filed according to the URS policy will be solved by <http://newgtlds.icann.org/en/applicants/urs>, and the supplementary rules published by URS service providers specified by ICANN .