

Naming Policy

This Naming Policy sets forth the rules concerning the availability of any Domain Name registered in the .LONDON Top Level Domain. This Naming Policy forms part of the Registry Policies that apply to and govern a Domain Name. Words in capitals used in this policy have the meaning set out in the definitions document that can be found in the definitions.

“Term” as used in this Naming Policy means any combination of letters/numbers or words/names, alone or in combination, whether or not separated by hyphens, including acronyms/initials and coined words/names, including any misspellings.

1. London Nexus

Subject to the Registry Policies, Domain Names are available to individuals or entities who have a physical address in London [comprising the City of London and 32 London Boroughs]; or who in good faith declare that they have an affiliation with or interest in London, such as to provide information, or offer products, goods or services, relevant to London or Londoners (the “London Nexus Requirement”).

2. Reserved Names

Users may neither apply for, nor register, a Reserved Name or any term that is similar to a Reserved Name. The Registry may however, allocate Reserved Names to any person that the Registry in its sole discretion considers to be entitled to use or properly associated with that Reserved Name. Only a person or entity that has been allocated a Reserved Name by the Registry may use it.

a. Reserved Names may include:

- i. Terms associated with the official tasks and duties of the UK government and its officials, including but not limited to names of departments, offices, or agencies, and including their official abbreviation or customary shortened form or other names or terms that are commonly used to identify or describe them.
- ii. Terms associated with London’s regional and local government services, including but not limited to, the names and services of the Greater London Authority, the 32 London boroughs, the Corporation of London, Transport for London, the Metropolitan Police, and the London Fire Brigade.
- iii. Terms associated with the British Monarchy.
- iv. Second Level Domains (SLDs) managed or delegated by the “.uk” operator Nominet (a current list can be found [here](#)).
- v. Terms included in Specification 5 of the Registry Agreement for the .LONDON Top Level Domain between ICANN and the Registry.
- vi. Terms associated with important historical and cultural attractions, public spaces, landmarks and sites, including but not limited to names and terms related to parks and squares, neighbourhood names, road and street names, museum names, and names of important buildings.
- vii. Terms associated with the promotion of London to a local, national and international audience

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- viii. Terms that have been determined by the Registry to carry a premium value and which will be made available for purchase by registrants at the discretion of the registry.
- ix. Other terms reserved by the Registry from time to time, including for strategic use by the Registry or its partners.

3. Blocked Names

The Registry reserves the right, in its sole discretion, to block certain names and terms from registration (“Blocked Names”). The Registry may also block certain Domain Names from availability for registration in accordance with applicable law or ICANN Policies. (The Registry does not publish a list of blocked names and terms due to their potentially sensitive nature, but will be made available to Registrars for the sole purpose of supporting domain name registrations)

4. Infringing Names

Users may not register and/or use a Domain Name:

- a. that infringes another person’s trade mark rights or is contrary to another person’s rights under the English law of passing off (or broadly equivalent rights in some other jurisdiction);
- b. that is contrary to the [Uniform Dispute Resolution Policy \(UDRP\)](#) or are liable to suspension under the [Uniform Rapid Suspension Policy \(URS\)](#).

A Domain Name that has been registered or used contrary to the terms of this section, is an “Infringing Name” for the purposes of this Naming Policy and any other Registry Policy.

5. Names Detrimental to London

Users may not register or use Domain Names that the Registry determines in its absolute discretion to be detrimental to the goodwill and reputation of London (a “Name Detrimental to London”).

6. Registrations contrary to Naming Policy

In the event a User registers a Reserved Name, Blocked Name, Infringing Name or Name Detrimental to London, or the Registry in its sole discretion determines that a Registrant of a Domain Name does not satisfy the London Nexus Requirement the Registry may, in its sole discretion, suspend, cancel, or transfer such Domain Name or take other action consistent with its rights under the Registry Policies or otherwise, without any obligation to refund any fees to the User or Registrant.

Users who repeatedly try to register Reserved Names, Blocked Names, Infringing Names or Name Detrimental to London or Domain Names where the Registrant does not satisfying the London Nexus Requirement, then the User may be banned from further registration of Domain Names and may have any other Domain Names registered to them revoked or cancelled.