

. taipei Sunrise Policy

Purpose:

.taipei registry adopts a protective Sunrise process that allows legitimate trademark and intellectual service mark owners who have registered their trademark in Trademark Clearinghouse to first establish their .taipei registration within the registry. In particular, the Sunrise Period is facilitated before general first-come-first-serve registration is allowed. During the Sunrise Period, only verifiable trademark and service mark owners may apply for domain name registration that matches their respective intellectual property rights.

Type& Timing:

The Sunrise for .taipei is Start-date Sunrise. It means that .taipei registry operator will announce its opening of sunrise period 30 day prior to sunrise registration service provided. The length for .taipei Sunrise Period is 30 days. During the .Taipei Sunrise Period, all domain names are allocated on the "first come, first served" basis. The qualified registrant should register the domain name for three years.

Due to ICANN's Name Collision Occurrence Assessment, .taipei registry operator cannot activate any names under the TLD until after the 90-day controlled interruption period has been completed. Thus, the domain names registered in this period will be activated after the controlled interruption period.

Requirements:

I. For Registrant

During the Sunrise Period, only SMD File holders (or their agents) are

allowed to submit Sunrise Application(s). Successful Sunrise Registration(s) will be allocated to trademark holders.

If applicants who have verified their mark application successfully with the TMCH want to register an identical domain name(s) they are obliged to forward the corresponding SMD file ("Signed Mark Data") to a Registrar in order to complete the registration.

If the applicant meets all necessary requirements the desired domain name(s) will be directly registered and charged by the Registrar.

Applications for .taipei domain name(s) where there is no "identical match" between the trademark and the domain name(s) will be rejected by the TMCH. In this case there is no refund of any fees that the Registry has charged to the Registrar.

II. For Domain name

The Domain Name Label must:

- consist of Chinese simplified or traditional characters, the letters A-Z, the numbers 0-9 and one hyphen;
- not begin or end with a hyphen or not place the hyphen at 3rd or 4th character;
- contains at least 3 characters and not exceed 63 characters(for non-ASCII label, this criteria is applied to the length of punycode transferred from Chinese label);
- 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.
- Sunrise Applications must contain a valid SMD File and its applied Domain Label must consistent with the mark label in SMD file.

SLD Blocked Domains:

Applications will not be accepted for domain names appearing on the SLD block list. If ICANN remove the SLD block list prohibitions, .taipei registry will open the domain name registrations to the public.

Application Process and Validation:

The following process applies to Sunrise Applications:

SMD Files submitted with Sunrise Applications are validated by Registry Operator, via Neustar, Inc.'s ("Registry Service Provider") systems. Sunrise Applications missing a valid SMD File or containing an invalid SMD File will be rejected by the Registry Operator, via the Registry Service Provider.

The Registry Operator will only register the domain name applied for insofar and to the extent that:

- a. The domain name meets the general eligibility criteria set out in the .taipei Registration Policy;
- b. The domain name corresponds exactly with a trademark validated, upon request of the applicant, by the Trademark Clearinghouse for Sunrise Services;
- c. a valid SMD file is submitted at the time of application;
- d. the application matches a label contained within the SMD file;
- e. and the domain name is available.

If the applicant meets all necessary requirements the desired domain name(s) will be directly registered and charged by the Registrar.

Dispute Solutions:

Any challenges alleging that a domain name has been registered by improper

registrant, or has been declined to be registered will be resolved by Sunrise Dispute Resolution Policy (the “SDRP”). Any SDRP complaint should be brought under SDRP before 90 days after the close of the sunrise period. More detailed information has been published in the SDRP document.

Trademark Claims Notice Services

After the Sunrise Period, to pursuant to ICANN’s Rights Protection Mechanism, all name registered shall be included in ICANN’s mandatory trademark claims notice process in Taipei Enterprise Sunrise Period, Pioneer Program, Landrush Period, and the first 90 days of General Availability Period. During the Trademark Claims Notice Services (i) the Registrar will be required to provide notice to potential Domain Name Registrants if a domain they are seeking to register matches a Trademark Record verified by the Trademark Clearinghouse (“a Claims Notice”) and (ii) The Trademark Clearinghouse will provide Notice of Registered Names (“NORNs”) to Trademark holders if a Domain Name is registered that matches their Trademark Record.

a. Term

The Trademark Claims Notice Services will be provided after the Sunrise Period and cover the duration of Taipei Enterprise Sunrise Period, Pioneer Program, Land Rush Period and the first 90 days of General Availability. The Registry may extend this phase at any time. At least 4 calendar days, notice of any extension will be published on the Registry Website.

b. Trademark Claims Notices

When a potential Registrant attempts to register a domain name during the Trademark Claims period, the registrar is required to display a Claims Notice in real time before accepting registration. The Claims notice **MUST** be provided in English, and **SHOULD** be provided in the language of the registrar’s registration agreement. The Claims Notice does not prohibit a domain name registration; however an affirmative confirmation from the

potential registrant must be required.

c. Notice of Registered Names (“NORNs”)

During the Claims Notice period, the Trademark Clearinghouse will notify Trademark Holders if a Domain Name is registered that matches a Trademark Record in the Trademark Clearinghouse.