

.GOP Launch Policy

Overview

The Launch Policy outlined below has been created to describe the general roll-out and launch program of the .GOP Top Level Domain ("TLD").

The .GOP launch program will consist of Sunrise and General Availability phases. The Sunrise period, will be the initial phase during which trademark owners will be given the opportunity to register their marks as domains. Following the Sunrise phase, the TLD will proceed to General Availability, during which the TLD will be opened to general registration.

The purpose of this Launch Policy is to outline the launch phase and provide detail around how the .GOP TLD operator will provide a transparent, orderly and compliant launch of its TLD over the coming months. The Launch Policy applies to both domain applicants and registrars.

.GOP Sunrise Phase & Policy

The first phase of the .GOP TLD launch program will be the Sunrise Phase. The Sunrise Phase will follow the requirements and procedures outlined within a formal Sunrise Policy ("Sunrise Policy"), listed below. This Sunrise Policy of Top Level Registry (the "Registry") is intended to be read together with the Registration Agreement and words and phrases used in this Policy shall have the same meaning attributed to them in the Registration Agreement unless otherwise specified or the context clearly otherwise requires.

The Registry reserves the right to modify this Policy at any time and from time to time in order to comply with applicable laws and terms and conditions set forth by ICANN and/or the Registry. Any revisions or modifications to this Policy shall be effective thirty (30) days after the initial date of posting such revisions or modifications on the Registry's website and such amendments shall be binding upon the domain name registrant.

Sunrise Overview

The registry operator will offer a sixty (60) day End Date Sunrise Period, as a rights protection mechanism for mark holders. Sunrise allows the holder of a trademark that has previously been verified by the officially-mandated ICANN Trademark Clearinghouse (a "Trademark Holder") to register in advance of all other registrants within the TLD in question. Trademark Holders may only register for a domain name label that constitutes an "exact match" of their mark, in accordance with the name matching rules of the Trademark Clearinghouse ("TMCH").

The Registry will notify the TMCH whenever a valid Sunrise application is received. The Registry will charge a Sunrise domain registration fee for registration of domain names during Sunrise ("Sunrise Price"). This fee is in addition to any fee charged by a participating Registrar for registration.

The Trademark Holder is responsible for protecting any labels in which it has an interest. If a Trademark Holder fails to reserve any domain name during Sunrise, any other party is free to register that domain name during Landrush or General Availability, subject to Registry Policies, the TMCH Claims Service, and applicable laws and regulations.

Multiple Trademark Holders with rights to a trademark term that have applied for the same domain name will settle the contention through an auction, as more fully described below.

Because some generic terms may be trademarked, certain names may be Premium Domain names. These names are still available during Sunrise at the Premium name price.

Sunrise Eligibility

The Registry will abide by all policies and procedures adopted by the TMCH. The TMCH will maintain Sunrise Eligibility Requirements and validate and authenticate marks as applicable. The Registry will only allow trademark holders with a valid signed mark data (SMD) file issued by the TMCH to apply for and register exact match domain names.

Fees

Fees that may be collected during Sunrise include:

- + Domain Registration Fee
- + Sunrise Fee (non-refundable)
- + Winning auction bid

The renewal price for domain names registered during Sunrise will be the Sunrise Price. The Registry may adjust the renewal price with 180 days' notice. The Registrant may renew the domain at the Sunrise Price during the notice period.

Name Collision List

Applications will not be accepted for domain names appearing on the TLD's name collision and are subject to the terms contained in this Sunrise Period policy.

Auctions

If multiple Trademark Holders apply to register an identical domain name during Sunrise, conflicting applications will be settled by an auction conducted by Registry's third party auction provider, Pool.

For full auction rules, please go to <http://www.dotgop.co/auction-policy/>

The outcome of any auction shall be deemed final and binding upon the parties. A party that either loses an auction or withdraws its Sunrise application shall receive a refund of the Sunrise domain registration fee.

Sunrise Dispute Resolution

Disputes regarding Sunrise eligibility will be managed by the National Arbitration Forum (NAF).

The Registry will act in accordance with the binding notice of an arbitration award under its SDRP.

Regardless of anything to the contrary stated in this Policy, the Registry reserves the right to put a hold on any domain name pending final dispute resolution and/or to seek legal advice

on the enforceability of any court order and has the right to require the serving party to take additional steps before the Registry will comply with any order or award.

Allocation

Unless otherwise stated Policy, the Registry operator, via the Registrar and Auction Provider, will allocate a Domain Name if:

- + the domain name meets the TMCH requirements; and
- + the domain name and the registrant information meet the requirements of the participating Registrar's Terms and Conditions; and
- + the domain name is available; and
- + the participating Registrar is in good standing with the Registry.

Registry Rights

The Registry reserves the right to reject a Sunrise Application or to delete, revoke, cancel, suspend or transfer a Sunrise Registration:

- + to enforce Registry policies and ICANN Requirements, each as amended from time to time; or
- + 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 policies; or
- + 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 may retain to oversee the arbitration and mediation of disputes; or
- + to establish, assert, or defend the legal rights of the Registry or a third party or to avoid any actual or potential civil or criminal liability on the part of or damage to the Registry or its affiliates, agents, subsidiaries, contracted parties, officers, directors, representatives, employees, contractors, and stockholders; or

- + to correct mistakes made by the Registry or any Registrar in connection with a Sunrise Registration; or
- + if the Registry receives notice that the SMD File is under dispute; or
- + as otherwise provided in the Registrar terms and conditions or Registry-Registrar agreement.

.GOP General Availability Period & Policy

General Availability will begin on the first day that domain names become available after the Sunrise Period ends and continue indefinitely. During General Availability, domain names will be registered on a first come-first served basis.

Qualified Launch Program(QLP)

Given ICANN's approval of the QLP Addendum posted for public comment in March 2014, up to 100 names will be allocated by the Registry under this QLP before the end of the Sunrise period. The allocation of these names will comply with the RPMs and the terms of this QLP and no specific exception will be requested for approval. Should ICANN not approve a QLP following the consultation period, no names will be allocated to third parties prior to the end of Sunrise.

.GOP Name Policy

The Registry may at any time establish or modify policies concerning Registry's ability to reserve (i.e. withhold from registration or allocate to the Registry) or block any character strings within the .GOP TLD at its discretion. The Registry Operator has the right to reserve any unallocated domain names at any time and reserves the right to sell certain domain names at a premium at its discretion.

This Naming Policy sets forth the rules concerning the availability of any Domain Name registered in the .GOP TLD. This Naming Policy forms part of the Registry Policies that apply to and govern a Domain Name.

“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. 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.

1. Reserved Names may include:

- a. Terms associated with the GOP and its members.
- b. Terms associated with the GOP’s regional and local organizations.
- c. Terms associated with the Republican Party.
- d. Terms included in Specification 5 of the Registry Agreement for the .GOP TLD between ICANN and the Registry.
- e. 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.
- f. Other terms reserved by the Registry from time to time, including for strategic use by the Registry or its partners.

2. 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 its potentially sensitive nature, but it will be made available to Registrars for the sole purpose of supporting domain name registrations)

3. Infringing Names

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

- a. that infringes another person's trademark 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.

4. Names Detrimental to the GOP

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 the GOP (a "Name Detrimental to the GOP").

5. Registrations contrary to Naming Policy

In the event a User registers a Reserved Name, Blocked Name, Infringing Name or Name Detrimental to the GOP 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 the GOP 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.