

SAMSUNG REGISTRY POLICIES

Registration Policies

Purpose

The purpose is to regulate matters relating to the management for the .samsung and the .삼성 domain names of SAMSUNG SDS Co., LTD(hereinafter referred to as "SAMSUNG").

Registrant Qualifications

The .samsung and the .삼성 domain names Registrant is limited to employees of SAMSUNG or head office, subsidiary offices and partners without any country restrictions

Launch Timeline

The periods listed below are subject to change.

1. Sunrise – 1 July 2014 at 09:00 KST to 30 August 2014 at 09:00 KST (End Date Sunrise)
2. General Availability – 1 September 2014 at 09:00 KST
3. Trademark Claims Service – 1 September 2014 at 09:00 KST to 30 November 2014 at 09:00 KST

Allowed characters

The .samsung and the .삼성 domain name allowed characters in the Registry is as follows:

1. Alphabet [A to Z] or [a to z]
2. Hangul Syllables (11,172 characters of complete Hangul)
3. Numbers [0 to 9] and hyphen

Lifecycle

The .samsung and the .삼성 domain name lifecycle in the Registry is as follows:

1. Add Grace Period: 10 days
2. Redemption Period: 30 days
3. Transfer Grace Period: 5 days
4. Pending Transfer: 5 days

Registration Fee

1. The applicant or the registrant of a domain name shall pay domain name registration fee determined by the Registrar.
2. The Registrar shall pay the maintenance fee for the registration or renewal of domain names to SAMSUNG.

Registration Period

ICANN policy general establishes the maximum term of a domain name to be 10 years. A domain may be renewed / extended at any point time, even immediately following the initial registration. The only stipulation is that the overall term of the domain name may not exceed 10 years. If a Renew operation is performed with a term value will extend the domain beyond the 10 year limit, the Registry will reject the transaction entirely.

Registration Requirements

1. Registration period 1 to 10 years
2. The alphabet [A to Z] or [a to z], Hangul Syllables(11,172 characters of complete Hangul), numbers [0 to 9] and hyphen are available for use for domain names.
3. The domain name shall contain a minimum of 3 characters and a maximum of 63 characters. If the domain name contains Hangul Syllables, it shall contain a minimum of 1 characters and a maximum of 17 characters.
4. The domain name cannot begin nor end with a hyphen and third character and fourth character

cannot have consecutive usage of hyphen.

Responsibility of the Registrant

1. Registrants shall ensure that all information in the registration records of a domain name is up-to-date, complete and accurate.
2. Of the registrant information, at least one of registrant name or registrant email must be information related to Samsung SDS, Samsung Group or Samsung Affiliates.
3. Upon registration of a domain name, it is the registrant's responsibility to take any necessary steps to avoid infringement of others' rights, and violation of the law.

Domain Name Registration

1. The .samsung and the .삼성 domain names registration is available through accredited registrars from ICANN.
2. Domain name registration application is submitted by the Registrant through the registrar and the registrar must submit the following matters to SAMSUNG.
 - Domain name
 - Name server information
 - Domain registration period
 - Registrant Name
 - Registrant Organization
 - Registrant Address
 - Registrant City
 - Registrant Postal Code
 - Registrant Country
 - Registrant Country Code
 - Registrant Phone Number
 - Registrant Email
 - Other issues decided by registry and registrar
3. SAMSUNG must register domain name to the database in order data specified in Article 2 arrives to SAMSUNG. However, if it is expected that multiple applications will be submitted at the same time or a new domain will be introduced, a separate method may be used for registration for the domain name dispute prevention and public's interest.

4. SAMSUNG may not register the .samsung and the .삼성 domain name that is composed of character strings contained in Article 10 for a stable operation of domain name and the interest of public.

Modification of Registration Record

1. Registrants may modify the registration record of their domain names through Registrar.
2. Upon receiving a registrant's request to modify the registration record, SAMSUNG shall update the registrant's information in the database.

Termination of Registration/Deletion of Domain Names

1. When 30 days have passed from the date that the registration record has been confirmed as being incomplete and incorrect;
2. When 30 days have passed from the date that the registrant has requested the deletion of the domain name;
3. When the fees have not been paid for up to 45 days after the expiration date;
4. When 30 days have passed from the date that the registrant was confirmed as having failed to meet the requirements as described in Article 2 or 4.

Reserved names

SAMSUNG limits the .samsung and the .삼성 domain name registration composed of the following characters at the least. The list may be updated when ICANN or GAC requires addition of limited character strings or issued character string of Korea of the times.

1. The one and two-character string.
2. Reserved names specified by ICANN.
3. The abbreviations (in English) of all country and territory names contained on the ISO 3166-1 list.
4. The United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World.
5. The list of United Nations member states in all 6 official United Nations languages.
6. Characters undermining public moral and public interest of Republic of Korea.

Reserved Names Release

If the limited character strings fall under the following items, limit clearance can be suggested to ICANN or release reserved names on the basis of Standard Korean Language Dictionary provided by the National Institute of the Korean Language:

1. limited string character related to trademarks recognized worldwide.
2. limited string character related to products recognized worldwide.
3. limited string character related to brands recognized worldwide.
4. limited string character related to improvement of public interest of Republic of Korea.
5. other cases in which an individual or company has right to limited string characters.

Contact

Any questions or the use of a Domain Name or reports of abuse of a domain name under these policies may be sent to admin@samsungregistry.com

Sunrise Policies

Overview

The .samsung and the .삼성 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.

Eligibility

The Registry will abide by all policies and procedures adopted by the TMCH. The TMCH will maintain Sunrise Eligibility Requirements [\[http://www.trademark-clearinghouse.com/content/sunrise-services\]](http://www.trademark-clearinghouse.com/content/sunrise-services) 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.

SMD File Requirements

The Applicant must first provide information required by the TMCH to obtain the SMD File as detailed in Sections 2 and 3 of the TMCH Guidelines. The TMCH then will issue an SMD File to verified applicants. The Sunrise Applicant must submit a valid SMD File along with its Sunrise Application. The Registry Operator will perform verification of the SMD File and confirm that the applied for Label is contained in the SMD File. Where verification of the SMD File fails or the applied for Label is not contained in the SMD File, that Application will be rejected.

General Availability Policy

General Availability

Upon the commencement of General Availability, available names will be allocated via the .samsung and the .삼성 Accredited Registrars on a first-come first-served basis subject to Registry Policy and ICANN requirements. The first ninety (90) days of the General Availability period will subject to the Claims Notifications.