.CAM Sunrise Policy

1. Sunrise Period is an initial registration period, intended to protect trademark owners, which precedes the general registration period. The "end date" Sunrise Period is intended to begin on the **6 th of october, 2016 and end the 5 th of december 2016**. An application is considered a Sunrise application if it meets the Application Criteria described below.

2. Application Criteria: Sunrise applications must be on behalf of qualified trademark owners of marks in the Trademark Clearinghouse ("TMCH"). Sunrise applications must be for second-level domains that are an identical match to the applicant's listed trademarks, and must be accompanied by a valid TMCH Signed Mark Data ("SMD") file.

3. Use of Brand

I. Registry Operator may review Registrar communications related to Sunrise applications. Registry Operator reserves all rights in its intellectual property, and will only permit registrars to use its proprietary brands, graphic symbols, logos, icons or other images if they are provided by or approved in writing by Registry Operator. At times, Registry Operator may specifically request that certain brand features or key phrases be used in conjunction with the top-level domain when presented on registrar web pages, email alerts, auction notices, and other communications used for processing applications, to provide confidence to registrants that such communications come from an authorized registrar of the TLD.

4. Application Processing

I. If, during the Sunrise Period, the Registry Operator receives multiple qualified Sunrise applications for a second-level domain, then those applicants will enter a contention resolution process (for example an auction) to allocate the second-level domain.

5. Contention Resolution

I. If a second-level domain goes into contention, all applicants will be contacted and invited to the contention resolution process directly.

II. The rules of the contention resolution process will be made available to all applicants before the process to allocate second-level domains begins.

III. The winning applicant of the contention resolution process will be allocated the second-level domain as described in the "Allocation and Registration" section.

IV. For contentions between Sunrise applicants, if none of the parties participates in the process to the minimum required extent (for example, in an auction, pay the minimum bid), then the second-level domain will not be allocated to any of the Sunrise applicants, and will be treated as if no Sunrise applications were submitted for it.

6. Allocation and Registration

I. Once Registry Operator determines who the final recipient of a second-level domain is, it will register the name to that recipient and charge their sponsoring Registrar both the Sunrise auction price plus the standard initial registration price of the second-level domain, for the entire registration period requested by the applicant.

7. Failure Scenarios

I. Domain allocation in the event applicants who are engaged in a contention resolution process do not participate is specified in the "Contention Resolution" section.

8. Sunrise Dispute Resolution Policy ("SDRP")

I. The SDRP will allow challenges to Sunrise Period registrations by third parties for a 10 business day period after acceptance of the registration -- based on any of the following four grounds: (i) at the time the challenged second-level domain was registered, the registrant did not hold a trademark registration of national effect (or regional effect) or the trademark had not been court-validated or protected by statute or treaty; (ii) the second-level domain is not identical to the mark on which the registrant based its Sunrise Period registration; (iii) the trademark registration on which the registrant based its Sunrise Period registration is not of national or regional effect or the trademark had not been court-validated or protected by statute or treaty; or (iv) the trademark registration on which the second-level domain registrant based its Sunrise Period registration did not issue on or before the effective date of the Registry Agreement and was not ap-

plied for on or before June 13, 2012, the day ICANN announced the generic Top-Level Domain applications received.

II. After receiving a complaint challenging a Sunrise Period application sent to dotcam@acwebconnecting.com the Registry Operator's designated contact ("Sunrise Contact") will review the Complaint to see if the Complaint reasonably asserts a legitimate challenge as defined by the SDRP. If the Complaint does not, the Sunrise Contact will email the complainant within ten business days of the Complaint to indicate that the subject of the Complaint does not fall within the SDRP, and that Registry Operator considers the matter closed.

III. If the Sunrise Contact requires further information from the Sunrise Period registrant or if the second-level domain is not found to have adequately met the Sunrise Application Criteria, then the Sunrise Contact will promptly notify the registrant of the action and the nature of the Complaint, and provide the registrant with the option to respond within ten business days to cure the deficiencies.

IV. If the registrant responds within 10 business days, then its response will be reviewed by the Sunrise Contact to determine if the Application Criteria are met. If the Sunrise Contact is satisfied by the registrant's response, the Sunrise Contact will then notify the complainant that the Complaint was ultimately denied and provide the reasons for the denial. If not, both the registrant and the complainant will be notified that the second-level domain will be released.

V. Registry Operator reserves the right to suspend a second-level domain during the pendency of a SDRP dispute, and/or to cancel, transfer, or take other action deemed necessary in its discretion upon completion of its review and/or receipt of a decision under the SDRP. Upon receipt of a decision that the registration does not meet the Application Criteria, Registry Operator expressly reserves the right to cancel, transfer, or take other action deemed necessary in its discretion.