Brief introduction for the launch information of ".商标(xn--czr694b)" gTLD

1. Overview

Bases on current terms and conditions as well as ICANN's Right Protection Mechanism, New gTLD Collision Occurrence Management Plan and other requirements and applicable laws, ".商标 (xn--czr694b)" gTLD (".商标 domain") has come into the start-up information statement as below.

2. Policies introduction

2.1. ".商标 domain name"launch policy

Details please refer to *".商标 domain name"launch policy* attached. This document sets out the workflow, time table, and domain allocation policies for the launch of the Generic Top Level domain name .商标(".商标 domain name")

2.2. ".商标" Domain Name Registration Policy

Details please refer to *".商标" Domain Name Registration Policy* attached. This Registration Policy sets out the framework governing the domain-name registration and use within .商标 Generic Top-level Domain (" ".商标"domain name ")

2.3. Sunrise Registration

The New gTLD, .商标, will offer a 30-day Sunrise period as the Rights Protection Mechanism for trademark holders before the so call Priority Registration Period (Limited Registration Period(LRP)) and General Availability. Detail please refer to *".商标 domain name"launch policy*.

Application Process as follow:

The following process applies to Sunrise Applications:

SMD files should be submitted with Sunrise Applications;

SMD files are validated by the Registry. Applications without a valid SMD File or with an invalid SMD File will be rejected by the Registry;

The applications with SMD files valid will go through evaluations by the Registry. Domain name registration applications that meet the Sunrise registration eligibility and compliant with all registry policies and ICANN requirements will be considered qualified and they will be time tamped . Comfirmations will be sent to the applicants;

At the end of surise period, qualified applications will be allocated by .商标 registry on the first come first served basis during the quiet period.

2.4. Sunrise Dispute Resolution

As outlined by ICANN, all new gTLD registries are obliged to provide a Sunrise Dispute Resolution Policy. .商标 regsitry provides a dispute resolution mechanism and panelist. Detail Please refer to the dispute resolution policy attached.

As required in Rights Protection Mechnisam, during the first ninety (90) calendar days of the General Registration, Registry Operators must provide the Claims Services. .商标 registry shall provide "Claims Services" during the first ninety (90) calendar days of its General Registration

2.5. Anti-Abuse Policy

With the goals and mission of a stable and secure operation of .商标，based on applicable laws and ICANN requirements, .商标 registry has come into the Anti-abuse Policy.

It is required by .商标 registry that all registered domain name holders have to enter into an electronic or paper registration agreement with the sponsoring registrar. The agreement shall comply with all the applicable laws and ICANN requirements.

.商标 registry expressly prohibits abusive use of a domain name for any illegal or fraudulent activities, including but not limited to, distributing malware, abusively operating botnets, phishing, piracy, trademark or copyright infringement, fraudulent or deceptive practices, counterfeiting or

otherwise engaging in activity contrary to applicable law.

.商标 registry reserves the right, at its sole discretion and at any time and without limitation, to deny, suspend, cancel, redirect, or transfer any registration or transaction, or place any domain name(s) on registry lock, hold, or similar status as it determines necessary to the domain name that in abusive use.

.商标 registry will periodically conduct a technical analysis to assess whether domains in .商标 being used to perpetrate security threats, such as pharming, phishing, malware, and botnets..商标 registry will also provide an abuse point of contact eamil address which can be found on .商标 registry website to allow multiple staff members to monitor and address abuse reports.

2.6. Domain Name Label Requirements

Details please refer to *".商标" Domain Name Registration Policy.*

2.7.An IDN Strings Domain Name Label (string)

IDN strings must meet the requirements below:

• "IDN Character Table for CNNIC",

http://www.iana.org/domains/idn-tables/tables/cn_zh-cn_4.0.html; and

• "IDN Character Table for TWNIC",

http://www.iana.org/domains/idn-tables/tables/tw_zh-tw_4.0.1.html.

IDN Variants

.商标 registry adopts the following sub-level IDN variant bundling rules:

• Once a registrant registers a Chinese domain name, relevant traditional or simplified label(s) will be automatically activated in DNS while under registry lock for use. All other variant labels will be blocked from registration.

• If the original registered IDN label is deleted, all of its traditional and simplified labels will be deleted from zone file and its variant labels will be unblocked.

2.8.Reserved Names

Reserved Names Required by ICANN

.商标 registry shall comply with ICANN's requirements on mandated reserved names, which include:

a. The ASCII label "EXAMPLE".

b. All two-character ASCII labels (including 00 to 99).

c. Labels reserved for registry operations.

d. Country and Territory Names.

e. International Olympic Committee; International Red Cross and Red Crescent Movement.

f. Intergovernmental Organizations.

g. Second level names blocked under ICANN's "New gTLD Collision Occurrence Management Plan".

h. The reserved names are open for update according to ICANN's notification.

i. Reserved Names Required by Local Laws and Regulations

j. Other Names specified in the *".商标" Domain Name Registration Policy*

Names Reserved by Registry

.商标 registry reserves the right to reserve domain names for the puporses of marketing. .商标 registry is entitled to allocate the reserved names for sale from time to time in its operation.

The policies contained in the launch Information are subject to change and update in .商标 registry's discretion from time to time to comply with applicable laws and ICANN requirements. Internet users are encouraged to go to .商标 website for the most recent policies and notification.