

.NOW SUNRISE POLICY

Your application for or maintenance of a .NOW Sunrise Domain Name means you accept the terms and conditions of the .NOW Sunrise Policy. If you disagree with this .NOW Sunrise Policy, you should not apply for a .NOW Sunrise Domain Name or should cancel any .NOW Sunrise Domain Name that issued under this Sunrise Policy.

DEFINITIONS

This .NOW Sunrise Policy contains words and phrases that have specific meanings, which we provide in this section. If we have capitalized a word or phrase in this .NOW Sunrise Policy and have not defined it, you can find the definition in the ICANN Trademark Clearinghouse Rights Protection Mechanism, available at <https://newgtlds.icann.org/sites/default/files/rpm-requirements-14may14-en.pdf>.

“Domain Name Label” means the set of characters to the left of the dot before a TLD.

“Identical Match” means that the domain name consists of the complete and identical textual elements of a trademark. Identical Match includes: (a) omitting spaces between words in a Trademark Record or replacing them with hyphens; (b) spelling out “and” for & and “at” for @ within a trademark; and (c) omitting other special characters in a trademark that cannot be used in a second-level domain name or replacing them with hyphens.

“.NOW Sunrise Domain Name” means a domain name that you apply for and register during the .NOW Sunrise Period.

“Registrar” means an ICANN-accredited registrar that has signed our Registry-Registrar Agreement for the .NOW TLD.

“Trademark Clearinghouse” or “TMCH” means the trademark clearinghouse established by ICANN for the new gTLD program.

“Trademark Holder” means the owner, licensee, or assignee of a trademark.

“Trademark Record” means the complete and correct information about a trademark that has been submitted to and verified for accuracy and completeness by the Trademark Clearinghouse.

“Two-Letter Code” means a letter/letter two-character ASCII label at the second level which corresponds to a two-letter country code as specified in the ISO 3166-1 alpha-2 standard.

SUNRISE TYPE

The Sunrise Period is a Start-Date Sunrise and will last for thirty (30) calendar days.

ELIGIBILITY

During the Sunrise Period, you may apply to register a .NOW Sunrise Domain Name only if you are a Sunrise-Eligible Rights Holder and you may apply only for a .NOW Sunrise Domain Name that is an Identical Match to your Trademark Record. You must submit to a Registrar a valid,

TMCH-issued Signed Mark Data (SMD) file that matches the Domain Name Label in the .NOW Sunrise Domain Name for which you want to apply.

You and your applied-for .NOW Sunrise Domain Name must meet the Sunrise Eligibility Requirements set by ICANN and described by the TMCH, including those related to activating a Trademark Record, Identical Match definition, and SMD files.

.NOW SUNRISE DOMAIN NAME REQUIREMENTS

Each .NOW Sunrise Domain Name must meet the criteria of this Section.

It *must be* at least 1 character; contain only numbers (0-9), letters (a-z), and hyphens, or any combination of these elements; start and end with an alphanumeric character; and comply with any additional rules and policies we have set for the .NOW TLD.

It *must not be* more than 63 characters; start or end with a hyphen; be a Reserved Name as we define those below; and must not include a hyphen in both the third and fourth position unless it represents a valid Internationalized Domain Name in its ASCII encoding.

A valid Internationalized Domain Name must be in a language script that we support.

RESERVED NAMES, BLOCKED NAMES, PREMIUM NAMES

During the Sunrise Period, we may withhold, allocate to ourselves, restrict, or block certain domain names from registration. We will reserve (withhold from registration or allocate to ourselves) names that we must or may reserve under Specification 5 to the .NOW Registry Agreement (“Reserved Names”). We may reserve certain premium names for our later release (after the Sunrise Period) at our sole discretion (“Premium Names”). We may classify certain generic terms as Premium Names and, if we do, those names are not available for registration during the Sunrise Period even if they are also the subject of a Trademark Record. Finally, at our sole discretion, we may block certain names from registration (“Blocked Names”).

ALLOCATION

We will allocate .NOW Sunrise Domain Names on a first-come, first-served basis. We will allocate to you the .NOW Sunrise Domain Name you applied for under this Sunrise Policy unless (i) the applied-for .NOW Sunrise Domain Name is unavailable; (ii) the applied for .NOW Sunrise Domain Name does not meet the .NOW Sunrise Domain Name Requirements, (iii) the applied-for .NOW Sunrise Domain Name is a Reserved Name, Blocked Name, or Premium Name; or (iv) we suspended Registrar’s ability to submit applications under this Sunrise Policy.

ADDITIONAL REGISTRATION TERMS AND CONDITIONS

By applying for a .NOW Sunrise Domain Name which consists of a Two-Letter Code, or by asking us to maintain or renew such a .NOW Sunrise Domain Name, you represent that you will take steps to ensure against misrepresenting or falsely implying that you or your business or organization is affiliated with the corresponding government or country-code manager, if such affiliation, sponsorship or endorsement does not exist.

You additionally agree to the renewal pricing disclosed by your Registrar at the time of initial registration.

SUNRISE DISPUTE RESOLUTION POLICY

By applying for a .NOW Sunrise Domain Name, you agree to submit to any challenges filed in accordance with our Sunrise Dispute Resolution Policy (“SDRP”), which is accessible on our website. Forum Alternative Dispute Resolution (“Forum”) will provide SDRP dispute resolution services in accordance with the SDRP and the SDRP Rules, which are available on Forum’s website (<https://www.adrforum.com/domain-dispute/registry-spec>).

RESERVATION OF RIGHTS

We may change or revise this .NOW Sunrise Policy at any time to meet (i) terms and conditions established by us and/or ICANN; and (ii) applicable laws. Changes or revisions to this Policy will be effective immediately after we post them on our website for the .NOW TLD or ICANN posts them on the TLD Startup page of ICANN’s website, whichever occurs later.

We reserve the right to reject a Sunrise application or to delete, revoke, cancel, suspend or transfer a .NOW Sunrise Domain Name (i) to protect the integrity and stability of our operations or the security and stability of the internet; (ii) to correct errors that we or the Registrar made in a .NOW Sunrise Domain Name; (iii) if we are notified that the validity of the SMD file you relied on for the .NOW Sunrise Domain Name is disputed; (iv) to enforce ICANN requirements and our policies; (v) that is not supported by accurate and complete information; (vi) to abide by applicable laws, regulations, or policies; any order or decision by a court or administrative authority of competent jurisdiction; or any finding by Forum under the SDRP; (vii) as allowed in the Registrar’s terms and conditions or the Registry-Registrar Agreement between us and Registrar; or (viii) to establish, assert or defend the legal rights of us or a third party or to avoid liability by or damage to us.