

>.dot_

The .dot Launch Plan and Related Policies

Date: 15 June 2026

Version 2.5

Dish DBS Corporation

9601 South Meridian Boulevard
Englewood Colorado 80112 USA

Phone: +1 303 723 1000

Email: hello@registry.dish

Website: <https://dot.dot>

1. General Provisions.....	3
1.1 Scope and Applicability.....	3
1.2 Launch Timeline.....	3
1.3 Registration of .dot Names.....	4
1.4 Term.....	5
1.5 Payment to the Registry.....	5
1.6 Reserved Names.....	6
2 Sunrise Registration Rules.....	6
2.1 Scope and Applicability.....	6
2.2 Sunrise Definitions.....	7
2.3 Eligible Applicants.....	7
2.4 Allocation of Registration Applications.....	7
3. Sunrise Allocation and Priority Rules.....	7
3.1 Overview.....	7
4 Certification / Liability.....	8
4.1 Determinations.....	9
4.2 Additional Safeguards For Sunrise Names.....	9
5. General Availability.....	10
6. Trademark Claims Notice.....	10
7. Dispute Policies.....	10
8. Defined Terms.....	11

1. General Provisions

1.1 Scope and Applicability

This document summarizes the processes, procedures, and rules applicable to launch-phase **Registration** of a name in the .dot gTLD as of 15 May 2026.

Capitalized terms and phrases not defined in context are defined in Section 8.

1.2 Launch Timeline

The dates and periods listed below are subject to change. All such changes will be posted on the Registry website at <https://dot.dot> (the "Registry Website").

Launch Phase	Timeframe	Description
Sunrise	Notice Period 32 Days followed by 90 Days of Sunrise Dates: Sunrise Notice 19 June 2026 Sunrise Start 21 July 2026 Sunrise Ends 19 October 2026	The pre-launch of General Availability opportunity for trademark holders to submit Registration Applications for .dot names corresponding to Trademark Clearinghouse (TMCH) entries. All sunrise names are allocated on a first come, first serve basis during the 90 days sunrise.
Sunrise Challenge Resolution	15 days	Limited period for any challenges
Trademark Claims	90 days duration Dates: 20 October 2026 - 18 January 2027	Standard first 90 days of GA
General Availability Early Access Program (EAP)	Follows from the Sunrise period with a 12 days duration Dates: 20 October 2026 - 1 November 23:59	First phase of General Availability is an early access pricing phase. Registrations on first-come first-served.
General Availability	Standard pricing	Registrants may apply on a

(Standard Pricing)	Date: 20 November 2026 -	first-come, first-served basis to register .dot names (Standard Pricing)
--------------------	--------------------------	--

All pricing phases start at midnight 00:00 UTC and end 23:59 UTC

1.3 Registration of .dot Names

Registration Applications for **.dot** names may be submitted only by an **Accredited Registrar**.

The Registry will not accept a Registration Application for a .dot name unless it meets the following technical and syntax requirements:

- a. The name must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens;
- b. The name cannot begin or end with a hyphen;
- c. The name cannot contain labels with hyphens in the third and fourth character positions (e.g., "bq--1k2n4h4b" or "xn--ndk061n") unless the domain name is an IDN in which case the IDN EPP Extension must be passed containing the IDN-Table identifier and the corresponding name in Unicode (uname);
- d. Subject to ICANN approval, the Registry will support the following IDNs to its Registry Services: Latin script, Portuguese language and Spanish language.
- e. The name cannot exceed 63 characters (excluding the TLD); and
- f. Until further notice, the name must contain at least 3 characters.

The Registry may reject a Registration Application, or may delete, revoke, suspend, cancel or transfer a Registration under the following criteria:

- a. To enforce **Registry Policies** and **ICANN Requirements**; each as amended from time to time;

- b. That is not accompanied by complete and accurate information as required by ICANN Requirements and/or Registry Policies or where required information is not updated and/or corrected as required by ICANN Requirements and/or Registry Policies;
- c. To protect the integrity and stability of the Registry System, its operations, and the .dot TLD;
- d. To comply with any applicable law, regulation, holding, order, or decision issued by a court, administrative authority, or dispute resolution service provider with jurisdiction over the Registry;
- e. To establish, assert, or defend the legal rights of the Registry or a third party or to avoid any civil or criminal liability on the part of the Registry and/or its affiliates, subsidiaries, officers, directors, representatives, employees, contractors, and stockholders;
- f. To correct mistakes made by the Registry or any Accredited Registrar in connection with a registration; or
- g. As otherwise provided in the **Registry-Registrar Agreement**.

1.4 Term

The TLD .dot names may be registered for a period of no less than one year and no more than ten (10) years, commencing on the date on which the Registry accepts the Registration Application submitted by the Accredited Registrar. All Registration Applications must specify the registration period (the "Term").

It is the obligation of the Accredited Registrar, and not the Registry, to notify a Registrant in advance of the termination or expiration (for any reason) of a Registration.

1.5 Payment to the Registry

The Registry will perform automatic renewals upon expiration. Unless the name is

explicitly deleted during the auto-renew grace period, the Registry will automatically charge the applicable Accredited Registrar account with the renewal amount. If the Registry does not receive payment within a specified amount of time, the Registry will halt the Registrar from any further registrations and consider revoking the Registrar's accreditation with the Registry. Breaches of billing and payment terms by an Accredited Registrar will be handled on a case-by-case basis.

The Registry will not accept a Registration Application and will not renew a Registration at the end of the applicable Term unless it has received payment in full from the applicable Accredited Registrar. Names subject to a Registration Application, or names that result in a Registration will be released in accordance with Registry Policies and ICANN Requirements.

1.6 Reserved Names

The Registry has reserved certain names from registration in the .dot TLD ("Registry Reserved Names"), including, without limitation, the names appearing on the list of ICANN reserved TLD names and as such list may be modified by ICANN from time to time. Additionally, the Registry has reserved certain names in accordance with the "Alternative Path To Delegation" provisions of Specification 6 of the Registry Agreement with ICANN.

Upon the conclusion of Sunrise, the Registry reserves the right to reserve additional names as Registry Reserved Names at any time in its sole discretion, and to allocate such names on other than first-come first-served terms.

2 Sunrise Registration Rules

2.1 Scope and Applicability

These provisions describe the processes, procedures, and rules applicable to the .dot Sunrise Period. The Registry will operate a single Start-Date Sunrise in accordance with the ICANN Trademark Clearinghouse Requirements. Sunrise applications may be submitted for Available Names, meaning .dot names that

have not been reserved, restricted, registered, awarded, or otherwise allocated prior to commencement of the Sunrise Period.

2.2 Sunrise Definitions

2.2.1 **Start-Date Sunrise:** Sunrise applications are accepted and allocated on a first come first serve basis during the Sunrise Period.

2.2.2 **Sunrise-Eligible Rights Holder:** An entity with a trademark record validated and recorded with the TMCH resulting in a valid Signed Mark Data (SMD) file.

2.2.3 **TMCH:** The ICANN-designated Trademark Clearinghouse operator and associated database of validated marks and label information.

2.2.4 **SMD File:** A cryptographically signed file issued by the TMCH for a validated trademark record, used to prove Sunrise eligibility and to generate Sunrise-valid labels.

2.2.5 **Label / Matching Rule:** The domain label that is an identical match to the TMCH-validated mark, produced pursuant to TMCH rules.

2.3 Eligible Applicants

To be eligible to submit a Registration Application under Sunrise, a Sunrise Applicant must be the registrant of a corresponding TMCH entry resulting in a valid Signed Mark Data (SMD) file and the domain name sought must correspond to the entire eligible text of the TMCH entry in accordance with the applicable TMCH requirements.

2.4 Allocation of Registration Applications

Applications will be allocated on a first-come, first-served basis based on timestamp of receipt and successful SMD validation.

3. Sunrise Allocation and Priority Rules

3.1 Overview

During the .dot Sunrise Period, all eligible Sunrise Registration Applications will be processed and allocated on a first-come, first-served basis based on timestamp of receipt and successful SMD validation.

A Sunrise Registration may be challenged only in accordance with the .dot Sunrise Dispute Resolution Policy. The SDRP applies to challenges based on the alleged improper application of the Registry's published Sunrise registration and allocation criteria, including Sunrise-Eligible Rights Holder status, valid SMD file, TMCH identical-match requirements, domain availability under the Registry's published reserved-name and registration policies, and proper application of the Registry's published allocation criteria.

4 Certification / Liability

All Registration Applications must be conditioned on the Applicant's certification, representation, and warranty that the request is compliant with the relevant Sunrise requirements.

By submitting a Registration Application, Applicants acknowledge, agree, and accept sole and direct liability for damages suffered by any third party injured as a consequence of a Registration Application and/or the Registration of a name in the .dot TLD under this policy, and agree to indemnify and hold the Registry and its executives, officers, affiliates, agents, and contractors harmless for any claims, causes of action, damages, or injuries resulting from actions, omissions, or errors.

Applicants may be required by the Registry, in its reasonable discretion, to provide reasonable and sufficient surety of indemnification, and shall be liable for any costs or fees incurred by the Registry as a consequence of third party claims arising from the Applicant's

Registration Application for and/or the Registration of a name in the .dot TLD under this policy. Such liability shall extend without limitation to any injury claimed as a consequence of false statements made in the request and relied upon by the Registry in Registration of a name.

4.1 Determinations

The determinations of the Registry regarding any Registration Application shall be final and non-appealable; provided, however, that such determination will not affect rights Applicants may have under applicable law, ICANN policies, or Registry-provided dispute resolution procedures.

4.2 Additional Safeguards For Sunrise Names

4.2.1 Anti-Hijack Provision

Sunrise domains shall be solely registered to the qualified Applicant, and shall be restricted from transfer to any other registrant, absent submission to the Registry of evidence of assignment, license or other authorized acquisition of rights in the underlying trade or service mark giving rise to Sunrise qualification.

4.2.2 Sunrise Challenge

Names registered in Sunrise shall remain subject to a Sunrise Dispute Resolution Policy (SDRP) during the period specified therein. Challenges under the SDRP shall be limited to the alleged improper application of the Registry's published Sunrise registration and allocation criteria.

Additional detail is provided in the separate Sunrise Dispute Resolution Policy.

5. General Availability

Upon the commencement of General Availability, Available Names will be allocated via Accredited Registrars on a first-come, first-served basis subject to

the Registry Policies and ICANN Requirements.

6. Trademark Claims Notice

Registry Operator will send IP Claims notifications in accordance with the ICANN Trademark Claims Requirements for a period of 90 (ninety) days commencing from the General Availability of .dot. In the event an Applicant proceeds with a Registration Application, a notification is sent to the record holder of the TMCH entry. Such Applicant will further be deemed on notice of the intellectual property claims corresponding to the TMCH entry, and may not claim lack of notice with regard to such Applicant(s) in any subsequent dispute proceeding.

7. Dispute Policies

All Registrants agree to participate in and abide by any determinations made in the course of ICANN or Registry Policies referenced herein and in the Acceptable Use and Terms of Service.

8. Defined Terms

Accredited Registrar is a domain name registrar that is (i) accredited by ICANN and (ii) has entered into a Registry-Registrar Agreement with the Registry.

Applicant is a natural person, company, or organization in whose name a Registration Application is made during any phase.

Available Names are .dot names that have not been reserved, restricted, registered, awarded, or otherwise allocated prior to commencement of the Sunrise period or, in connection with General Availability, prior to the Registry's receipt of a Registration Application.

ICANN Requirements include the Registry's obligations under the Registry Agreement between DISH DBS Corporation and ICANN dated 30 July 2015 and all ICANN Consensus Policies applicable to the .dot TLD.

Registrant is an Applicant that has submitted a Registration Application that has been paid for in full and accepted by the Registry. A Registrant is the holder of a registered name in the .dot TLD.

Registration means a .dot name that has been accepted by the Registry in accordance with the terms of the Registry-Registrar Agreement for registration during a specified term.

Registration Application is an application submitted by an Accredited Registrar on behalf of an Applicant to register a name in the .dot TLD.

Registry is DISH Network DBS Corporation, a Colorado Corporation with its primary place of business at 9601 South Meridian Boulevard, Englewood, Colorado 80112.

Registry Policies means the policies adopted from time to time by the Registry as posted under Policies on the Registry Website.

Registry-Registrar Agreement is the agreement between Registry and Accredited Registrars, as amended from time to time.

Registry System means the system operated by Registry via its Registry Services Provider for registration of domain names.

Registry Website is <https://dot.dot>

>.dot_

Registry Policies

Date: 15 June 2026

Version 2.0

Dish DBS Corporation

9601 South Meridian Boulevard

Englewood Colorado 80112 USA

Phone: +1 303 723 1000

Email: hello@registry.dish

Website: <https://www.dot.dot/>



1. Introduction gTLD .dot Registration Policy	3
2. Definitions	3
3. General Provisions	5
4. Domain Name Anti-DNS Abuse Policy	9
5. Additional Terms and Restrictions	12
6. Reserved and Restricted Names Policy	13
7. Sunrise Overview	14

1. Introduction gTLD **.dot** Registration Policy

.dot is an open, unrestricted Top-Level Domain (“TLD”). Any person or legal entity worldwide may register a **.dot** domain name, subject to the policies and requirements set forth herein.

DISH DBS Corporation, located at 9601 South Meridian Boulevard, Englewood, Colorado 80112 USA, is the Registry Operator for the **.dot** gTLD (the “Registry”).

The Registry is launching **.dot** as an open, unrestricted Top-Level Domain designed for broad adoption across technology-adjacent industries and modern digital use cases. Rather than limiting the namespace to a single vertical, **.dot** is intended to support innovation, discoverability, and expressive identity across startups, platforms, AI services, infrastructure providers, developers, creators, media brands, and next-generation internet experiences.

.dot is short, memorable, globally recognizable, and semantically native to the digital era. It carries immediate relevance for businesses and individuals building products, communities, and services online.

In a world defined by digital relationships, every connection starts with a dot.

The Registry reserves the right to modify this Policy from time to time in its sole discretion. Any modification or amendment to this Policy shall become effective upon publication on the **.dot** Registry website and following ninety (90) days’ prior written notice to all **.dot**-accredited Registrars.

This Registration Policy sets forth the criteria, which all applications for TLD domain names must meet, and the process and rules that all Registrants must follow to register a domain name in the TLD.

2. Definitions

“Registered Name” means a subdomain name ending **.dot** made available by Dish DBS Corp, the licensed Registry Operator through its ICANN Accredited Registrars.

“Registrar” means an ICANN Accredited Registrar that has entered into the **.dot** Registry Registrar Agreement with the Registry Operator.

“Registry Operator” means DISH DBS Corporation, the entity that has entered into a Registry Agreement with ICANN for the operation of the Top Level Domain (TLD) **.dot** on the Internet.

“Registered Name Holder” or **“you”** means the holder of a Registered Name

“Sunrise Registrations”: Domain names allocated during the TLD Sunrise Phase will be Sunrise Registrations and must comply with ICANN and Trademark Clearinghouse requirements as well as the TLD Registry Policies. Additional Premium fees may apply to Sunrise Registrations.

“Standard Registrations” This is the default classification for domain name registration that applies to domain names that are not Premium or Reserved (as

defined below). The default allocation mechanism in connection with Standard Registrations is First-Come, First-Served. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms (defined below).

“Premium Domain Name Registrations”: "Premium" domain names are those identified by the Registry, in its sole discretion, that possess added value or substantial meaning in relation to any location, generic word, class or type of good, service or other thing. The default allocation mechanism in connection with Premium domain names is either First-Come, First-Served, Auction, or RFP. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms.

3. General Provisions

- 3.1 Term. Domain names may be registered for a period of no less than one (1) year and no more than ten (10) years, commencing on the date on which the Registry accepts the request for registration submitted by the Registrar.
- 3.2 Names registered in .dot may contain the 26 letters of the Latin alphabet, "a-z", the ten digits, "0-9", a hyphen, "-", and a dot, ".". The dot is used exclusively to separate labels. The hyphen may not appear at the beginning or end of a label. A label may not contain more than 63 characters and the total number of characters in a name may not exceed 255 (including a final dot that is not normally displayed as a part

of the name).

- 3.3 Two hyphens may appear in the third and fourth positions in a label in a **.dot** name only in accordance with the policies and procedures for Internationalized Domain Names (IDN).
- 3.4 All names registered in **.dot** TLD are subject to the .dot Reserved and Restricted Domain Names Policy
- 3.5 As a Registered Name Holder, you are required to enter into an electronic or paper registration agreement with a Registrar or its authorized representative and act responsibly in accordance with this policy and not to engage in any activity that violates this policy. This policy is incorporated into the Registry Registrar Agreement.
- 3.6 As a Registered Name Holder you: (a) acknowledge and agree that the Registry Operator reserves the right to deny, cancel or transfer any registration or transaction, or place any domain name(s) on registry lock, hold or similar status, as it deems necessary, in its unlimited and sole discretion: (i) to correct mistakes made by the Registry Operator or any Registrar in connection with a domain name registration, (ii) for the non-payment of fees to the Registry Operator or (iii) to implement ICANN policies or Registry policies referenced herein; and (b) indemnify, defend and hold harmless the Registry Operator and its subcontractors, and its and their directors, officers, employees, agents, and affiliates from and against any and all claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses arising out of or relating to,

for any reason whatsoever, the Registered Name Holder's domain name registration. This indemnification obligation survives the termination or expiration of the registration agreement.

- 3.7 As a Registered Name Holder, you are prohibited from using, facilitating, promoting, hosting, or enabling the use of your Registered Name for malware, ransomware, phishing, pharming, botnet operation, credential theft, fraudulent activity, DNS abuse, or spam where spam serves as a delivery mechanism for harmful or deceptive activity. Consequences for such activities may include suspension, locking, transfer, cancellation, or other appropriate action relating to the Registered Name.
- 3.8 Nothing in this Acceptable Use shall confer any right to any third party with respect to Registry Operator's discretion to identify and act on violations hereof, except as otherwise expressly provided by applicable dispute policies (e.g. the Uniform Domain Name Dispute Resolution Policy, the Uniform Rapid Suspension Policy, and other policies which expressly provide for adversarial proceedings).
- 3.9 Rights Protection Mechanisms As a Registered Name Holder, you are required to comply with all ICANN consensus policies applicable to Registered Name Holders, including (i) the Uniform Domain Name Dispute Resolution Policy <http://www.icann.org/en/help/dndr/udrp> (ii) the Uniform Rapid Suspension Policy <http://newgtlds.icann.org/en/applicants/urs>; (iii) the Trademark Post-Delegation Dispute Resolution Procedure <http://newgtlds.icann.org/en/program-status/pddrp> and (iv) such other

ICANN consensus policies as ICANN publishes on its website and makes applicable to Registry Operator, Registrar or Registered Name Holders, and as may be amended by ICANN from time to time.

3.10 By applying for or obtaining registration of a Registered Name, you acknowledge your acceptance and compliance with the terms under which such application and registration was made, including the terms and conditions of Sunrise registrations set forth in the Registry Operator Launch Plan, Registry Operator Sunrise Dispute Resolution Policy, and additional transfer and use restrictions set forth herein below.

3.11 The .dot gTLD only processes, maintains, publishes and retains the minimum data set in accordance with the ICANN Registration Data Policy. The Registry Operator only processes, maintains, and retains the limited Registration Data elements required to be provided to the registry under applicable ICANN policies. Registrars remain responsible for the collection and maintenance of registrant contact information in accordance with the ICANN Registration Data Policy. Registration Data made available by the Registry Operator shall be provided exclusively via the Registration Data Access Protocol (RDAP). The Registry does not operate a public WHOIS service.

3.12 Data Protection Roles and Responsibilities

The Registry Operator processes Registration Data in accordance with applicable Data Protection Laws and the ICANN Registration Data Policy. Nothing in this Registration Policy modifies or reallocates the

respective roles and responsibilities of the Registry Operator and Registrars as set forth in the ICANN Registry Agreement, the Registry-Registrar Agreement, or applicable ICANN Consensus Policies. Each party remains responsible for its own compliance obligations under applicable law.

4. Domain Name Anti-DNS Abuse Policy

- 4.1 The Registry Operator reserves the right to deny, cancel or transfer any registration or transaction, or place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion; (1) to protect the integrity and stability of the registry; (2) to comply with legally binding orders or requests from courts, law enforcement agencies, or other competent authorities, in accordance with applicable law and the ICANN Registration Data Policy; (3) to avoid any liability, civil or criminal, on the part of the Registry Operator, as well as its affiliates, subsidiaries, officers, directors, and employees; (4) per the terms of the registration agreement or (5) to correct mistakes made by the Registry Operator or any Registrar in connection with a domain name registration. The Registry Operator also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute.
- 4.2 The Registry Operator has the discretion to undertake such actions as cancellation, transfer, locking, or suspension of a name subject to abusive uses. DNS Abuse creates security and stability risks for the

registry, registrars, registrants, and Internet users. For purposes of this Policy, DNS Abuse includes malware, botnets, phishing, pharming, and spam where spam serves as a delivery mechanism for such abuse.

- Spam: The use of electronic messaging systems to send unsolicited bulk messages where spam serves as a delivery mechanism for malware, phishing, pharming, or botnet activity. An example, would be the use of email in denial-of-service attacks;
- Phishing: The use of deceptive communications, counterfeit websites, or fraudulent online services intended to mislead users into disclosing credentials, authentication information, financial information, or other sensitive data;
- Pharming: The redirecting of unknowing users to fraudulent sites or services, typically through DNS hijacking or poisoning;
- Malware: The distribution, hosting, or operation of malicious software designed to infiltrate, disrupt, damage, misuse, or gain unauthorized access to systems, networks, or data. Examples include, without limitation, ransomware, spyware, computer viruses, worms, trojan horses, keyloggers, malicious scripts, and other harmful code or software;
- Fast flux hosting: Use of fast-flux techniques to disguise the location of Websites or other Internet services, or to avoid detection and

mitigation efforts, or in connection with DNS Abuse. Fastflux techniques use DNS to frequently change the location on the Internet to which the domain name of an Internet host or name server resolves. The Registry Operator may take action against domain names employing fast-flux techniques in a manner associated with DNS Abuse.

- Botnet command and control: Services run on a domain name that are used to control a collection of compromised computers or “zombies,” or to direct denial- of-service attacks (DDoS attacks).

For the avoidance of doubt, the Registry Operator’s mandatory obligations under this Section are limited to DNS Abuse as defined in the ICANN Registry Agreement.

Notwithstanding the foregoing, the Registry Operator reserves the right, in its sole discretion, to take action with respect to domain names associated with other forms of illegal activity, including but not limited to the distribution of child sexual abuse material, where such action is deemed necessary to protect the security, stability, or integrity of the .dot TLD, to comply with applicable law, or to mitigate significant harm.

Nothing in this Policy shall be construed to create any affirmative obligation on the part of the Registry Operator to monitor content or proactively investigate unlawful activity.

5. Additional Terms and Restrictions

- 5.1 Two Letter Domain Name restrictions: Registrant of a letter/letter two-character ASCII label must take steps to ensure against misrepresenting or falsely implying that the registrant or its business is affiliated with a government or country-code manager if such affiliation, sponsorship or endorsement does not exist.
- 5.2 Registry Reserved Names: Registry Operator reserves the right to withhold from registration and or availability second level domain names and to update its reserved names from time to time.
- 5.3 The Registered Name Holder must abide by all applicable laws regarding privacy, data collection, consumer protection (including in relation to misleading and deceptive conduct), fair lending, debt collection, organic farming, disclosure of data, and financial disclosures.
- 5.4 The Registered Name Holder further agrees that if it collects or maintains sensitive health and financial data that it will implement reasonable and appropriate security measures commensurate with the offering of those services, as defined by applicable law.

6. Reserved and Restricted Names Policy

Reserved and Restricted Names Policy (“Policy”) of .dot

- 6.1 Please note that the Registry may modify this Policy from time to time at its sole discretion. Any modifications or amendments to this Policy shall

be effective upon posting on the **.dot** Registry website and giving ninety (90) days prior written notice to all **.dot** Registrars.

6.2 The Registry may reserve (i.e. withhold from registration or allocate to itself), restrict, or block certain domain names from registration (“Reserved List”). The Registry may add or remove domain names from its Reserved List at any time. This Reserved List of domain names shall generally consist of:

6.2.1 Names reserved for Registry operations and other purposes, including without limitation, certain premium names retained for use by Registry’s strategic partners; names for later release; geographic domains not on the ICANN reserved lists; specific geographic abbreviations;

6.2.2 Names Reserved to comply with ICANN requirements such as, but not limited to, Specification 5 of the New gTLD Registry Agreement;

6.2.3. Premium Names for later release by the Registry

6.2.4 Names that are temporarily unavailable due to processing delays from Sunrise or Limited Registration Period registrations, or for other reasons.

6.3 Release of Reserved Names and TMCH Requirements

If the Registry reserves, restricts, blocks, withholds, or otherwise makes unavailable any domain name from registration, including without limitation any premium name or name retained for later release, and subsequently releases

such domain name for allocation or registration, the Registry will comply with Section 2.4.3 of the ICANN Trademark Clearinghouse Requirements.

If any such domain name is released for allocation or registration before the start date of the Claims Period, the domain name will be treated like any other domain name for any applicable Sunrise Period, Limited Registration Period, Launch Program, or Claims Period.

If any such domain name is released for allocation or registration at any time following the start date of the Claims Period, the domain name will be subject to the Trademark Claims Service for ninety (90) calendar days following the date on which the Registry releases the domain name for allocation or registration, to the extent required by the ICANN Trademark Clearinghouse Requirements.

7. Sunrise Overview

Trademark Sunrise allows the holder of a trademark that has previously been verified by the officially mandated ICANN Trademark Clearinghouse (“Trademark Holder”) to notify the Registry of its registered trademark, and apply to register the corresponding **.dot** domain name.

During Sunrise only Trademark Holders may apply for a domain name that constitutes an “exact match” of their mark, in accordance with the ICANN Trademark Clearinghouse (“TMCH”) policy. The Registry will notify the TMCH whenever a valid Sunrise Application is received. The Registry will charge a Sunrise domain name registration fee for registrations of domain names during

Sunrise (“Sunrise Price”).

Following Sunrise, the Registry will operate the mandatory Trademark Claims Period in accordance with ICANN requirements.

The Trademark Holder is responsible for protecting any domain names which match its trademarks. If a Trademark Holder fails to reserve any domain name during Sunrise, any other party is free to register that domain name during General Availability, subject to Registry Policies, the TMCH Claims Service, and applicable laws and regulations.

Because some generic terms may be the subject of trademark registration, certain generic names may be withheld from Sunrise availability, in accordance with Registry policy.

7.1 Sunrise Registration Anti-Hijack Provisions for .dot

Registered Names obtained in accordance with the Sunrise registration process shall be solely registered to the qualified applicant thereof who is the owner of the trade or service mark registration on the basis of which the Sunrise registration was allocated. Such Registered Names shall be restricted from transfer to any other registrant, absent submission to the Registry of evidence of assignment, license or other authorized acquisition of rights in the underlying trade or service mark giving rise to Sunrise qualification, and shall remain subject to the provisions of the Sunrise Challenge Policy.

7.2 Start Date Sunrise

The Registry will operate an “Start-Date Sunrise” process. This means allocation of names occurs on a first come, first serve basis. Applicants meeting all Sunrise criteria for an available domain will be awarded their applied-for domain in the order of approval of their applications. The .dot Sunrise shall have a duration of not less than 60 days in accordance with ICANN policy. The launch plan provides for a 30 days notice period followed by a 90 days sunrise registration period. Other than the ICANN requirement to submit a valid Signed Mark Data File (“SMD File”) with Sunrise applications, the Registry does not apply allocation criteria in its Sunrise application process.

7.3 Sunrise Fees

The Registry requires the payment of a non-refundable Sunrise Application Fee, in addition to the payment of a minimum of one year (1) of non-refundable registration fee.

The renewal price for domain names registered during Sunrise will be the General Availability Fee then in effect. Any complaints about compliance with this policy should be addressed to: The Abuse Manager to email: hello@registry.dish

Mailing address:

The DNS Abuse Manager .dot
DISH DBS Corporation
9601 S. Meridian Blvd.
Englewood, CO 80112 USA

Contact: hello@registry.dish

Privacy Policy: <https://www.dot.dot/>

SUNRISE DISPUTE RESOLUTION POLICY .DOT

This Sunrise Dispute Resolution Policy (“SDRP”) is incorporated by reference into the Registry-Registrar Agreement and applies solely to domain names registered during the Sunrise Period for the .dot gTLD. This SDRP shall become effective as of May 15, 2026. Complaints must be submitted within twenty-four (24) months following the end of the Sunrise Period. Notwithstanding the foregoing, this SDRP shall remain effective for purposes of resolving any proceedings initiated within that period.

1. Purpose

This SDRP describes standards that will be applied to resolve challenges to names registered during the Sunrise Registration period of the TLD on the basis of the alleged improper application of the Registry’s published Sunrise registration and allocation criteria applicable to the TLD.

2. Applicable Disputes

A domain name registered in the TLD during the Sunrise Period will be subject to an administrative proceeding upon submission of a Complaint showing that the Sunrise Registration did not comply with the Registry’s published Sunrise registration or allocation criteria.

A. Sunrise Ineligibility

A complaint under this section shall be required to show that a registered domain name in the TLD did not comply with the Registry’s published Sunrise registration or allocation criteria applicable to the TLD. Sunrise Ineligibility shall be demonstrated in any of the

following circumstances:

- i. at the time the challenged domain name was registered, the registrant was not a Sunrise-Eligible Rights Holder;
- ii. the registrant did not provide a valid SMD file issued by the Trademark Clearinghouse;
- iii. the domain name was not identical to the Trademark Record on which the registrant based its Sunrise registration, in accordance with the TMCH identical-match rules;
- iv. the domain name was not available for registration under the Registry's published reserved-name or registration policies; or
- v. the Registry's published Sunrise allocation criteria, including first-come, first-served allocation if applicable, were not properly applied.

Sunrise Ineligibility shall be determined in accordance with the ICANN Trademark Clearinghouse Requirements, the Sunrise Minimum Requirements, and the Registry's published Sunrise registration and allocation policies.

3. Remedies

The remedies available to a complainant for a proceeding under this SDRP shall be:

A. Sunrise Ineligibility.

If the Evaluator finds that the Sunrise Registration was ineligible under this SDRP, the sole remedy shall be cancellation of the registration and return of the cancelled domain name to the pool of names available for registration in the TLD, subject to the Registry's published allocation, reserved-name, and registration policies.

B. TMCH Dispute Resolution Procedure

Challenges concerning the validity of the Trademark Record on which a Sunrise Registration was based shall be handled through the TMCH Dispute Resolution Procedure. The TMCH Dispute Resolution Procedure shall be the primary mechanism for disputes regarding the validity of a Trademark Record. The Registry will take action with respect to a Sunrise Registration based on notice from the Trademark Clearinghouse in accordance with the TMCH Requirements.

4. Procedure

A. The Complaint

A Complaint under this SDRP shall be submitted to the Registry and shall identify the specific published Sunrise registration or allocation criterion alleged to have been improperly applied. Submission instructions are to contact: **hello@registry.dish**. The Registry will, within seven (7) business days of receipt of the Complaint, transmit a copy to the Registrant. In the instance of a Complaint initiated by the Registry, a copy of the Complaint will be sent directly to the Registrant.

In the case of Sunrise Ineligibility, the Registry will conduct an initial review of the Complaint and the applicable Sunrise Registration application to determine whether the challenged Sunrise Registration was subject to technical error(s) in processing the Sunrise Registration application. In the event the Registry determines the Sunrise Registration to be the result of a technical error(s), the Registry will notify the Registrant, remedy the error, and the proceeding will terminate.

The Complaint shall be limited to 1000 words and no more than five annexes constituting no more than 50 pages in total, and shall specify by particular reference to the paragraphs of this SDRP the basis for the Complaint. In the event the Complainant

believes it requires a greater word, annex, or page limit, the Complainant may request, in the Complaint, leave to file additional material. No additional material may be filed or will be considered without grant of such leave by the Evaluator.

The Complaint shall particularly identify a factual basis for a reasonable belief for each of the allegations therein. Mere lack of knowledge or conclusory allegations shall not constitute a reasonable belief, in the absence of evidence of due diligence to support the allegations of the Complaint.

The Complaint shall contain the following certification: "Complainant agrees that its claims and remedies concerning the registration of the domain name, the dispute, or the dispute's resolution shall be solely against the Respondent and waives all such claims and remedies against (a) the Evaluator, (b) the registrar, (c) DISH DBS Corporation, its directors, officers, employees, affiliates and agents, and (d) ICANN as well as their directors, officers, employees and agents. Complainant certifies that the information contained in this complaint is to the best of Complainant's knowledge complete and accurate, that this complaint is not being presented for any improper purpose, such as to harass, and that the assertions in this complaint are warranted under this Policy and under applicable law, as it now exists or as it may be extended by a good faith and reasonable argument."

B. The Response

A Response under this SDRP may be submitted to the Registry within thirty (30) days of notification to the Respondent of the Complaint. The Response shall be limited to 1000 words and no more than five annexes constituting no more than 50 pages in total, and may dispute the allegations of the Complaint as appropriate. In the event the

Registrant believes it requires a greater word, annex, or page limit, the Registrant may request, in the Response, leave to file additional material. In the event the Respondent believes it requires a greater word, annex, or page limit, the Complainant may request leave to file additional material.

Absence of a Response shall not constitute an admission by the Registrant as to any allegation of the Complaint.

The Response shall include the following certification: "Respondent agrees that its claims and remedies concerning the registration of the domain name, the dispute, or the dispute's resolution shall be solely against the Complainant and waives all such claims and remedies against (a) the Evaluator, (b) the registrar, (c) DISH DBS Corporation, its directors, officers, employees, affiliates and agents, and (d) ICANN as well as their directors, officers, employees and agents. Respondent certifies that the information contained in this response is to the best of Respondent's knowledge complete and accurate and that the assertions in this response are warranted under this Policy and under applicable law, as it now exists or as it may be extended by a good faith and reasonable argument."

C. Invitation to Proceed

Within ten (10) business days of the deadline for the Response, the Complainant will be asked whether it desires to proceed with the Proceeding, whereupon the Complainant shall pay a SDRP proceeding fee of US \$1500.

D. Referral To Evaluator

All Complaints alleging Sunrise Ineligibility that are not determined to be the result of technical error shall be referred by the Registry to an Evaluator. The Evaluator shall be one of:

(i) A licensed attorney with at least ten years experience in intellectual property law including: either the conduct of at least 100 domain name dispute proceedings under ICANN or ccTLD domain name dispute resolution policies or a panellist listed by an accredited ICANN UDRP provider, and who has agreed to decide disputes under this SDRP Policy at a total cost of no more than US \$1500.

(ii) A dispute resolution provider organization maintaining a roster of evaluators possessing the qualifications noted in subsection (i), and who has agreed to decide disputes under this SDRP Policy at a total cost of no more than US \$1500.

E. Conduct of Proceeding / Decision

The Evaluator shall (a) consider the Complaint and Response, if any, (b) grant leave to file additional materials or request such materials within such time limits as the Evaluator deems appropriate, and (c) issue a decision stating whether, by reference to this SDRP Policy and such principles of law the Evaluator deems appropriate, whether the Sunrise Registration is ineligible. In all instances, the burden of proof shall be on the Complainant, and the Evaluator shall further state whether the Complaint is frivolous, or has not been submitted upon appropriate due diligence set forth in Paragraph 4.A. hereof.

The Evaluator will, in the absence of extenuating circumstances, submit its decision to the Registry within fifteen (15) business days of the Evaluator's receipt of the Complaint, Response, or any additional materials. The Registry shall subsequently transmit the Evaluator's decision to the parties.

F. Maintenance of Status Quo / Implementation

Any domain names in the .dot TLD involved in a SDRP proceeding will be locked against transfer to another domain name holder or another registrar during the course of a

proceeding. The Registry will implement the decision after ten (10) business days, in the absence of notice to the Registry of an action filed by the Complainant or the Respondent in the jurisdiction of (a) the Registry, (b) the Registrant, or (c) the stated jurisdiction of the registration agreement, whereupon implementation of the Decision will be determined by the relevant litigation provisions of the Uniform Domain Name Dispute Resolution Policy.

G. Frivolous Filings

Upon the occurrence of three Decisions in respect of a Complainant, Complainant's counsel, or Complainant's counsel's firm, having been found to be frivolous, or otherwise not been submitted upon appropriate due diligence, such Complainant, Complainant's counsel and Complainant's counsel's firm shall be barred from further filings under this SDRP.

5. Effect of Other Proceedings

The administrative proceeding under the SDRP shall not prevent either party from submitting a dispute concerning the domain name in the TLD to concurrent administrative proceedings or to a court of competent jurisdiction for independent resolution during a pending SDRP administrative proceeding or after such proceeding is concluded. Upon notice of such other proceeding, the SDRP proceeding will be terminated (in the sole discretion of the Evaluator as to the competence of such jurisdiction) in deference to the outcome of such other proceeding.

6. SDRP Modifications

The Registry reserves the right to modify this SDRP at any time subject to the terms of its Registry contract with ICANN. Such revised SDRP shall be posted on the Registry

Website, www.hola.dot at least ten (10) calendar days before it becomes effective; unless this SDRP has already been invoked by the submission of a complaint, in which event the version of the SDRP in effect at the time it was invoked will apply until the dispute is concluded, all such changes will be binding with respect to any dispute, whether the dispute arose before, on or after the effective date of the change. In the event that registrant objects to a change in this SDRP, the sole remedy is to cancel the registration, provided that registrant will not be entitled to a refund of any fees paid in connection with such registration. The current version of the SDRP is available at **<https://dot.dot>**.