

NAME ALLOCATION POLICY

1.0 Title: Name Allocation Policy
Version Control: 2.0
Date of Implementation: 2015-06-06

2.0 Summary

This document outlines how and when domain names can be allocated by Registry Operator during both launch and ongoing steady-state operations of <.TLD>. While certain aspects of this Name Allocation Policy (the “Policy”) are clearly identified, i.e., classes of domain names and the available allocation mechanisms, some aspects are variable, i.e., allocation mechanisms for specific classes of domain names. This Policy is intended to provide Registry Operator with a tool kit of options to most prudently allocate domain names in a manner that balances the interests of the banking, insurance and/or respective financial services communities and the fiduciary obligations of Registry Operator.

3.0 Domain Name Classes

Registry Operator has categorized domain names in <.TLD> into the following classes: Common Community; Generic; Reserved; and Standard. While Common Community, Generic and Standard are mutually exclusive classes, Reserved are mutually inclusive and can include Common Community, Generic, as well as other names specifically identified by ICANN, e.g., country names, prohibited two-character domain names.

Domain name classifications are not permanent and Registry Operator reserves the right to change the classification of a domain name upon advance notification to the community via its website and Registrar distribution channel.

4.0 Allocation Mechanisms

Registry Operator has identified the following domain name allocation mechanisms. Registry Operator may use one or more allocation mechanism for a domain name class and/or allocation period. Registry Operator may, at its sole discretion, undertake an analysis of each domain name class, during which one or more allocation mechanisms will be utilized to determine the most effective means to allocate the remainder of the domain names in that class. Registry Operator will inform the community and Registrants of any changes in allocation mechanisms via its website and Registrar distribution channel.

4.1 First-Come, First-Served (FCFS):

The domain name is awarded to the first Applicant (i.e., request for registration) for that domain name provided their request has been made through a Registrar and the Applicant and domain name comply with Registry Operator’s Registrant Eligibility and Name Selection Policies, respectively. The mere

acceptance of any registration fees does not in itself constitute a domain name registration. A domain name is only considered registered after the Registry Operator has approved the request for registration.

4.2 Auction:

Multiple requests to register an available domain name will be resolved through an auction. Registry Operator will utilize an established, neutral third party (i.e., selected service provider) to conduct auctions in accordance with their rules and policies that will be available on/via Registry Operator's website.

4.3 Request for Proposal (RFP):

Registry Operator will conduct an RFP among Applicants for an available domain name. Registry Operator reserves the right to impose a reasonable cost-recovery fee on any Applicant that chooses to participate in any RFP. Registry Operator is not bound to select a winner among RFP respondents, and can hold the domain name for future allocation. The rules and procedures for any RFP will be posted on Registry Operator's website.

4.4 Registry Operator Self-Allocation:

Registry Operator is permitted under Specification 5, Section 3.2 of its Registry Agreement to activate a limited number of names (plus their IDN variants, where applicable) necessary for the operation or the promotion of <.TLD>.

5.0 Allocation Periods

5.1 Qualified Launch Program:

This four-day registration period will run prior to the start of Sunrise (see 5.2 below). Consistent with fTLD's representations in its original application to ICANN and its commitment to its organizing members, Founders will be given registration priority for those domain names that have a valid Signed Mark Data file issued by the TMCH during this Period. Domain names will be registered on a first-come, firstserved basis during this period. All other Rights Protection Mechanism terms will apply to domain names registered by fTLD Founders during this Period.

5.2 Sunrise:

Registry Operator will implement a Start-Date Sunrise (i.e., First-Come, First Served). Applicants who meet the Registrant Eligibility and Name Selection Policies and have a valid Signed Mark Data file issued by the TMCH will be permitted to apply for and register a domain name exactly matching the trademark, trade name, or service mark record in the TMCH.

All domain names registered during this period will be subject to the Sunrise Dispute Resolution Policy, which provides third parties the ability to challenge that a domain name registration was improperly granted/denied. This process will be administered by the National Arbitration Forum in accordance with its rules and policies that will be available on/via Registry Operator's website.

5.3 Founders' Program:

The Founders' Program, to be conducted as a Limited Registration Period, will start after Sunrise and conclude before General Availability. During the Founders' Program, domain names that correspond to their trademarks, trade names or service marks will be available for registration. Domain names will be registered on a first-come, first served basis during this period.

All domain names registered during this period will be subject to the Registration Eligibility Dispute Resolution Policy, which provides third parties the ability to challenge that a domain name registration was improperly granted/denied. This process will be administered by the National Arbitration Forum in accordance with its rules and policies that will be available on/via Registry Operator's website.

5.4 General Availability:

Domain name registrations will be allocated on a first-come, first-served basis provided the Applicant and domain name comply with Registry Operator's Registrant Eligibility and Name Selection Policies, respectively.

6.0 Special Allocation Provisions

6.1 Generic Names:

Generic Names are those domain names that have been referenced in Registry Operator's Name Selection Policy. Generic Names may be made available via one or more of the aforementioned Allocation Mechanisms. The rules and policies for the allocation of any of these domain names will be made in accordance with Registry Operator's Affirmation of Commitments and will be available on Registry Operator's website.

6.2 Common Community Names:

Common Community Names are domains that have been referenced in Registry Operator's Name Selection Policy. Common Community Names may be made available via one or more of the aforementioned Allocation Mechanism. The rules and policies for the allocation of any of these domain names will be available on Registry Operator's website.

7.0 Amendment

Registry Operator reserves the right to modify this Policy at its sole discretion in accordance with its rights and obligations set forth in its Registry Agreement. Such revised Policy shall be posted on Registry Operator's website at www.ftld.com/policies at least 15-calendar days before its effective date.