NAME ALLOCATION POLICY

1.0 **Title:** Name Allocation Policy
Version Control: 1.0
Date of Implementation: 2016-01-20

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 global insurance community and the fiduciary obligations of Registry Operator.

3.0 Domain Name Classes

Registry Operator has categorized names in <.TLD> into the following classes: Reserved and Standard. Reserved Names are not available to be registered at the discretion of Registry Operator ("Registry Operator Reserved Names") and other names specifically identified by ICANN, e.g., country names, prohibited two-letter names. Registry Operator will provide lists of Reserved Names on its website at www.ftld.com/resources.

Name classifications are not permanent and Registry Operator reserves the right to change the classification of a 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 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 application to ICANN and its commitment to its organizing members, Founders will be given registration priority for those domain names that exactly match the trademark record in the Trademark Clearinghouse (TMCH) and have a valid Signed Mark Data file issued by the TMCH. Domain name registrations will be allocated on a first-come, first-served basis. All other Rights Protection Mechanism terms will apply to domain names registered by fTLD Founders.

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 record in the TMCH.

All domain names registered 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 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 name registrations will be allocated on a first-come, first-served basis.

All domain names registered 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 Registry Operator's website.

5.4   General Availability:

Domain name registrations will initially 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   Registry Operator Reserved Names:

Registry Operator Reserved 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 names will be made in accordance with Registry Operator's Affirmation of Commitments and will be available on Registry Operator's website. Registry Operator will not initially accept domain name registrations for commonly used words and phrases, and geographic terms except to the extent permissible by ICANN for Registry Operator's operations or in compliance with Registry Operator's Name Selection Policy. Registry Operator Reserved Names will either be used by Registry Operator as set forth in Specification 5 of its Registry Agreement, or may be equitably allocated to an eligible member of the community per the terms set forth in the Registry Agreement. Registry Operator reserves the right to charge a premium registry fee for these registrations. These non-standard fees will be communicated to the Registrant prior to their registration of the domain name.

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.