

.blog Launch and Registration Policy

Version 2.0

Summary

This Launch and Registration Policy outlines the mission, registration requirements, and phased launch process for the .blog TLD, owned and operated by Knock Knock WHOIS There, LLC (the “Registry,” “we,” “us,” “our”). The dates and periods listed below are subject to change; all such changes will be posted on the Registry Website. This Launch and Registration Policy is to be read with the .blog Registry Agreement, the Registry Policies, Registrant Agreement, and the Registry-Registrar Agreement.

.blog Mission and Purpose

Knock Knock WHOIS There, LLC intends to use the .blog TLD as an intuitive online namespace providing consumers quality blogging services.

.blog Launch Overview

The following chart provides the timing for each launch phase in which eligible applicants can apply to register a .blog domain name (“Domain Name”):

Phase	Duration	Start and End Date
Qualified Launch Program and Founders Period	60 Days	End of Controlled Interruption – End of Sunrise (October 17, 2016 15:00 UTC)
Sunrise	60 Days	Start: August 18, 2016 15:00 UTC End: October 17, 2016 15:00 UTC
Landrush	7 Days	Start: November 2, 2016 15:00 UTC End: November 9, 2016 15:00 UTC
General Availability	N/A	Start: November 21, 2016 15:00 UTC

.blog Launch Phases

Below are detailed descriptions of each launch phase, as well as information regarding registrant eligibility and name allocation for each phase.

Qualified Launch Program and Founders Period

The Qualified Launch Program and Founders Period (“QLP”) will begin prior to the start of our Sunrise period (as defined below), but will run concurrently with and end at the conclusion of Sunrise. During this period, certain eligible early partners and prospective registrants (“Founders”) will be given a priority opportunity to register certain Domain Names for the purpose of promoting the TLD. We may allocate up to one hundred (100) Domain Names to ourselves and to Founders, subject to the terms and conditions set forth in ICANN’s Trademark Clearinghouse Rights Protection Mechanism Requirements, Qualified Launch Program Addendum. All Rights Protection Mechanism terms and conditions contained therein will apply to Domain Names registered by the Founders during this launch phase.

Sunrise

We will implement an End-Date Sunrise, as defined in Section 2.1.1 of ICANN’s Trademark Clearinghouse Rights Protection Mechanism Requirements policy. During the Sunrise period, the holder of a trademark (“Trademark Holder”), which owns a trademark registration that has been previously verified by the officially mandated ICANN Trademark Clearinghouse and which fulfills the eligibility requirements set out in the Registration Policy, shall have the opportunity to apply for and register the Domain Name corresponding to the Trademark Clearinghouse verified trademark during a limited period of time before registration is opened to the public at large. Eligible Sunrise registrant information is further defined in our Sunrise Policy and the Registration Policy. Should more than one Trademark Holder apply for the same Domain Name, an auction will be held, which is fully described in our Sunrise Policy.

Landrush

Landrush will follow the QLP and Sunrise periods. Once Landrush has commenced, any interested party shall be permitted to apply for a Domain Name, provided that such interested party and the Domain Name are compliant with the Registration Policy, and the Domain Name is:

- (i) Not a reserved Domain Name;
- (ii) Available for registration; and
- (iii) Not subject of a pending Sunrise challenge.

Domain Names that receive only one application during the Landrush phase will be allocated to the respective applicant at the end of Landrush, provided that such interested party and the Domain Name are compliant with the Registration Policy.

Domain Names that receive multiple applications during the Landrush phase will be settled by an auction conducted by Registry or a third party auction provider. Pricing is subject to the pricing tier of the Domain Name.

General Availability Phase

General Availability (“GA”) will follow QLP, Sunrise, and Landrush. After completion of the phases described above, once GA has commenced, any interested party shall be permitted to apply for a Domain Name, on a first-come, first-served basis, provided that such interested party and the Domain Name are compliant with the Registration Policy and the Domain Name is:

- (iv) Not a reserved Domain Name;
- (v) Available for registration; and
- (vi) Not subject of a pending Sunrise challenge.

Pricing is subject to the pricing tier of the Domain Name.

Domain Name Requirements

Registration requests for Domain Names may be submitted only via the Registry, a Registrar, or a third party Verification Provider appointed by the Registry. We will not accept a request for a Domain Name unless it meets the following basic technical and syntax requirements:

- The Domain Name must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens;
- The Domain Name cannot begin or end with a hyphen;
- The Domain 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); and
- The Domain Name cannot exceed 63 characters (excluding “.blog”).

Allocation Mechanisms

We will allocate Domain Names during the following sequential launch phases: QLP, Sunrise, Landrush, and GA.

During each of these launch phases, Domain Names may be allocated via the following mechanisms:

First-Come, First-Served; Auction; Request for Proposal; and Registry Designated, as described below. While the default allocation mechanism may differ for each launch phase, we may, in our sole discretion, utilize any means to allocate any Domain Name.

- **First-Come, First-Served (FCFS):** The Domain Name is awarded to the first eligible applicant (i.e., the first party to file a request for registration) for the Domain Name. The mere acceptance of any registration fees does not in itself constitute a Domain Name registration. A Domain Name is only registered upon our approval of any registration application.
- **Auction:** Multiple simultaneous registration applications for available identical Domain Names may be resolved through an auction between competing applicants, conducted by us or our third party auction provider. Additionally, we may, in our sole discretion, allocate certain reserved Domain Names via auction. No applicant shall be obligated to participate in an auction; they may choose instead to withdraw their registration application or privately resolve contentions.
- **Request for Proposal (RFP):** We will accept proposals from applicants for innovative uses of any reserved Domain Name. We will review and consider such proposals, but reserve the right to reject any proposal, in our sole discretion. We may also impose a fee on any applicant that chooses to submit or participate in any RFP. We are not bound to select a winner among RFP respondents and may hold the Domain Name for future allocation.
- **Registry Designated:** We may activate and allocate to ourselves or third parties certain Domain Names (plus their IDN variants, where applicable) deemed necessary for the operation or the promotion of TLD.

Legal Disclaimer

No Guarantee: The Registry provides no registration guarantees in relation to various phases of the Launch and Registration Policy. Acquisitions of Registry Domain Names shall be determined either through allocation by the Registry, RFP, third party auction, or on a first-come, first-served basis, assuming that the applicant meets all of the eligibility requirements designated by the Registry. First-come, first-served has many risks, and the Registry makes no guarantees or warranties as to whether any applicant will be successful in registering any Registry Domain Name. Additionally, the Registry is not responsible for any failure on the part of the registrant to timely file required paperwork, documents, or other materials that may be required by the Registry to successfully procure a Registry Domain Name or any failures on the Registry's part to timely pass on

any communications or information requests between the registrant and the Accredited Registrar. The Registration services are offered as a courtesy and are offered "AS IS" with no guarantees or warranties whatsoever. Applicants during the Sunrise phase agree that they will not hold the Registry responsible for any failed attempt to obtain a Domain Name and that, except as otherwise expressly set forth herein, all fees charged in relation to the Registry's Sunrise phase services are non-refundable, regardless of the circumstance and regardless of the outcome. You acknowledge that the Registry, its parent and/or subsidiary companies may participate in the Sunrise phase and that if the Registry is successful in acquiring a Domain Name which an applicant has also applied for, that the Registry may award the Domain Name to itself and/or its parent and/or subsidiary company and not to the applicant and that the Registry may do so without any obligation or liability to the applicant.

Amendment

Please note that we may amend or modify this Launch and Registration Policy from time to time, at our sole discretion. Any amendments or modifications to this Launch and Registration Policy shall be effective thirty (30) days after the initial date of posting such amendments or modifications on the Registry Website and such amendments shall be binding upon all affected parties, including without limitation, Domain Name Registrants, registrars, and ICANN.