

## **.blog Sunrise Policy**

Version 1.0

### **Summary**

This Sunrise Policy (the “Sunrise Policy”), to be read together with the Registration Agreement and the Launch & Registration Policy, sets forth the terms and conditions governing Knock Knock WHOIS There, LLC’s (the “Registry,” “we,” “us,” “our”) Sunrise Period.

### **Sunrise Overview**

Sunrise allows the holder of a trademark that has previously been verified by the officially mandated ICANN Trademark Clearinghouse (“Trademark Holder”) to notify us of its trademark.

Trademark Holders may apply for a domain name label that constitutes an “exact match” of their mark, in accordance with the Trademark Clearinghouse (“TMCH”)’s domain name matching rules. We will charge a Sunrise domain registration fee for registration of domain names during Sunrise (“Sunrise Price”).

The Trademark Holder is responsible for protecting any labels in which it has an interest. If a Trademark Holder fails to register any domain name during Sunrise, any other party is free to register that domain name during Landrush or General Availability, subject to Registry Policies, the TMCH Claims Service, and applicable laws and regulations.

Multiple Trademark Holders with rights to a trademarked term that have applied for the same domain name will settle the contention through an auction, as more fully described below.

Certain names may be withheld from Sunrise availability. For example, sports.blog may not be available during Sunrise, even if entities participating in Sunrise have a trademark on the term “sports.”

We will implement an End-Date Sunrise, as defined in Section 2.1.1 of ICANN’s Trademark Clearinghouse Rights Protection Mechanism Requirements policy.

### **Sunrise Eligibility**

In addition to the eligibility requirements set forth in our Launch & Registration Policy, we will abide by all policies and procedures adopted by the TMCH. The TMCH will maintain Sunrise Eligibility Requirements [<http://www.trademark-clearinghouse.com/content/who-can-apply>], and validate and authenticate marks as applicable. We will only allow trademark holders with a valid signed mark data

(SMD) file issued by the TMCH to apply for and register exact match domain names.

## **Fees**

Fees that may be collected during Sunrise include:

- Application fees
- Sunrise Domain Registration Fee
- Winning auction bid

The renewal price for domain names registered during Sunrise will be the Sunrise Price. We may adjust the renewal price with one hundred eighty (180) days' notice. The registrant may renew the domain at the Sunrise Price during the one hundred eighty (180) day notice period.

## **Auctions**

If multiple Trademark Holders apply to register an identical domain name during Sunrise, conflicting applications will be settled by an auction conducted by Registry or a third party auction provider. However, parties are not obliged to participate in an auction; they may choose instead to withdraw the Sunrise application or privately resolve their contending applications.

The outcome of any auction shall be deemed final and binding upon the parties. A party that either loses an auction or withdraws its Sunrise application shall receive a refund of the Sunrise domain registration fee.

## **Sunrise Dispute Resolution**

Disputes regarding the TLD Sunrise Period will be managed per the our Sunrise Dispute Resolution Policy.

## **Amendment**

Please note that we may amend or modify this Sunrise Policy from time to time, at our sole discretion. Any amendments or modifications to this Sunrise 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.