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**To whom it may concern**

# Sunrise Registration and Sunrise Dispute Resolution Policy

## 1. Purpose

As the Registry Operator will be the sole registrant within the ".POHL" space, it is not envisioned that other registrants will be eligible to reserve or register domain names during the Sunrise Period. However, the Registry Operator will implement this Sunrise Policy and Sunrise Dispute Resolution Policy (SDRP), containing the elements specified by ICANN, for the resolution of any disputes which might in theory arise during this Sunrise Period.

## 2. Sunrise Period

Registry Operator will offer a sixty (60) day End Date Sunrise Period, which allows trademark holders that have successfully submitted trademark records, verified by the Trademark Clearinghouse ("TMCH"), an opportunity to register domain names derived from the registered and validated mark names contained in the Trademark Database ("TMDB"). The Sunrise Period precedes the general availability period for the ".POHL" TLD, which is limited for registration by the Registry Operator.

## 3. Eligibility

Only holders of SMD Files provided by the TMCH Sunrise and Claims Operator or their agents are allowed to submit Sunrise Application(s). Successful Sunrise Registration(s) will be allocated to trademark holders after the Sunrise Period.

## 4. Identical Match of the applied for domain name label to the Trademark

The domain name applied for during the sunrise period must be an identical match to the mark on which the sunrise applicant based its Sunrise Application.

*Identical Match* is when the domain name label is an identical match to the trademark, meaning that the label consists of the complete and identical textual elements of the mark in accordance with section 4.2.1 of the TMCH Guidelines. In this regard:

a) For a trademark exclusively consisting of letters, words, numerals and/or special characters: the recorded name of the mark is an identical match to the reported name as long as all characters are included in the trademark record provided to the TMCH and in the same order in which they appear on the trademark certificate.

b) For a marks that do not exclusively consist of letters, words, numerals, or special characters: the recorded name of the trademark is an identical match to the reported name as long as the name of the trademark includes letters, words, numerals, keyboard signs, and punctuation marks that are:

(i) predominant;

(ii) clearly separable or distinguishable from the device element; and

(iii) all predominant characters are included in the trademark record submitted to the

TMCH in the same order they appear in the mark.

## 5. String Requirements for Domain Names applied for during the Sunrise Period

Registry Operator, via Registry Service Provider, will not accept a Sunrise Application unless the applied-for Domain Name meets the applicable requirements as defined in RFC 1035m 2181 and RFC 1123, including the following technical and syntax requirements. The Domain Name Label must:

- if ASCII, consist exclusively of the letters A-Z, the numbers 0-9, and hyphens;
- if non-ASCII (e.g., IDN), consist of language scripts offered by the Registry (as specified on the Registry Website);
- not begin or end with a hyphen ('-');
- not exceed 63 characters;
- contains at least one character (not including the .***); and
- not contain hyphens in the third and fourth position, except if they represent valid internationalized domain names in their ASCII encoding, namely where two consecutive hyphens (-) are used in the 3rd and 4th positions, when preceded by "xn" and followed by a label that corresponds with an IDN containing characters referred to above.

## 6. Sunrise Application Validation

Sunrise Applications submitted during the Sunrise Period are subject to validation before the Registry will issue a Domain Name registration.

Upon request of the Registry a Validation Agent will attempt to verify that the domain name applied for during the Sunrise Period is an identical match to the Validated Mark in the SMD File, meaning that the domain consists of the complete and identical textual elements of the mark in accordance with section 4.2.1 of the TMCH Guidelines. The Validation Agent will then inform the Registry of its findings. If the Validation Agent is unable to validate the Sunrise Application, the Registry will reject that Sunrise Application.

## 7. Sunrise Dispute Resolution

Any party may file a Complaint according to the .POHL Sunrise Dispute Resolution Policy on the following grounds:

(a)   at time the challenged domain name was registered, the registrant did not hold a trademark registration of national effect (or regional effect) or the trademark had not been court-validated or protected by statute or treaty; or

(b)   the domain name is not identical to the mark on which the registrant based its Sunrise registration; or

(c)   the trademark registration on which the registrant based its Sunrise registration is not of national effect (or regional effect) or the trademark had not been court-validated or protected by statute or treaty; or

(d)   the trademark registration on which the domain name registrant based its Sunrise registration did not issue on or before the effective date of the Registry Agreement and was not applied for on or before ICANN announced the applications received.

Such SDRP claim against a domain name registration shall be filed with the Registry Operator, along with any applicable fees as provided on the Registry Operator's website, no later than 90 days after the end of the Sunrise Period. SDRP claims shall be filed in English, state the applicable ground and annex any relied-upon supporting material. Registry Operator will thereafter commission an expert to evaluate properly-lodged SDRP claims in accordance with this Sunrise Registration and Sunrise Dispute Resolution Policy.

Applicable procedures for dispute resolution will be established by the expert on appointment and will include, inter alia, the procedure for response filing and timelines for evaluation. The expert will issue its decision, being either the denial of the SDRP claim or an order to delete the domain name registration in question, which is final.

The claimant and domain name registrant shall indemnify and hold harmless the Registry Operator, registrar, expert and their employees or officers against any claim brought or arising out of the SDRP action by it or any third party.