



Reserved Name Policy

This document describes the Reserved Name Policy used by the Rightside registry.

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Rightside Domains Europe Ltd. (RDEL), is the registry operator for United TLD Holdco Ltd. t/a Rightside Registry

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Rightside Reserved Name Policy - version 1.1

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1. Introduction

This document describes United TLD Holdco Ltd.'s ("UTLDH" or the "Registry," "us," "our," "we," and also trading as "Rightside Registry" or "Rightside") Reserved Names Policy as it applies to its generic top-level domain names. This policy may be changed and updated from occasionally based on evolving needs and requirements from ICANN as well as from Rightside.

2. Definitions

- **ICANN**
The Internet Corporation for Assigned Names and Numbers
- **Registry**
United TLD Holdco Ltd ("UTLDH" or the "Registry," "us," "our," "we," and also trading as "Rightside Registry" or "Rightside")
- **WHOIS**
the look-up service that is used to query databases to obtain information about the registration of a domain name

3. Names Reserved in Accordance with Registry Obligations

Under the terms of its Registry Agreement with ICANN, UTLDH is required to comply with restrictions on registration of the character strings set out in ICANN's Registry Agreement, Specification 5 - Schedule of Reserved Names. These names will be reserved and not available for registration in any of our TLDs. The relevant portions of Specification 5 are reprinted below in Appendix 1 of this policy document.

Names that are allocated and activated in accordance with Specification 5 will show the relevant registration information when queried in WHOIS. Queries on all other reserved names will return results indicating that they are reserved in accordance with ICANN policy.

4. Registry Reserved Names

Rightside has designated certain labels as “Registry Reserved Names”. These may differ for each TLD.

These reserved domain names will not be available at launch, but may be made available at a later date via a mechanism to be determined by the Registry. A list of these names will be announced prior to the launch phase of each Rightside TLD.

A WHOIS query on a Registry Reserved Names will return results indicating that it is a reserved name.

5. Petition for Release of a Registry Reserved Name

The holder of a trademark that is activated in the Trademark Clearing House database and is an exact match of a Registry Reserved Name may petition Rightside to have the name released from the list in order to apply for the domain name during the Sunrise phase.

Names that have been reserved in accordance with the ICANN Schedule of Reserved Names may not be released.

A petition will only be considered if it requests release of an eligible trademark and is made by or on behalf of an eligible applicant, as defined in the Sunrise phase of the [Launch Policy](#).

The petition must be received no later than 21 days before close of the Sunrise phase.

Petitions must be sent by email to legal@unitedtld.com and contain the following information:

- The domain name for which a release is being requested.
- The name of the eligible applicant.
- The relationship of the petitioner with the eligible applicant (if different parties).
- The trademark on which the request is based.
- The SMD file reference generated by the Trademark Clearing House at the time of verification.

The Registry will acknowledge receipt of the petition within 48 hours.

The determination of whether any Registry Reserved Names will be released and available for Sunrise will be at the sole discretion of Rightside. The Registry will notify the Eligible Applicant of its decision within seven (7) days of receiving the petition.

Appendix 1. Specification 5 - Schedule of Reserved Names

Except to the extent that ICANN otherwise expressly authorizes in writing, and subject to the terms and conditions of this Specification, Registry Operator shall reserve the following labels from initial (i.e., other than renewal) registration within the TLD. If using self-allocation, the Registry Operator must show the registration in the RDDS. In the case of IDN names (as indicated below), IDN variants will be identified according to the registry operator IDN registration policy, where applicable.

1. Example. The ASCII label “EXAMPLE” shall be withheld from registration or allocated to Registry Operator at the second level and at all other levels within the TLD at which Registry Operator offers registrations (such second level and all other levels are collectively referred to herein as, “All Levels”). Such label may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator. Upon conclusion of Registry Operator’s designation as operator of the registry for the TLD, such withheld or allocated label shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such name without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.
2. Two-character labels. All two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such labels may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator, provided that such two-character label strings may be released to the extent that Registry Operator reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard. The Registry Operator may also propose the release of these reservations based on its implementation of measures to avoid confusion with the corresponding country codes, subject to approval by ICANN. Upon conclusion of Registry Operator’s designation as operator of the registry for the TLD, all such labels that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

3. Reservations for Registry Operations.

- a. The following ASCII labels must be withheld from registration or allocated to Registry Operator at All Levels for use in connection with the operation of the registry for the TLD: WWW, RDDS and WHOIS. The following ASCII label must be allocated to Registry Operator at All Levels for use in connection with the operation of the registry for the TLD: NIC. Registry Operator may activate WWW, RDDS and WHOIS in the DNS, but must activate NIC in the DNS, as necessary for the operation of the TLD. None of WWW, RDDS, WHOIS or NIC may be released or registered to any person (other than Registry Operator) or third party. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD all such withheld or allocated names shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.
- b. Registry Operator may activate in the DNS at All Levels up to one hundred (100) names (plus their IDN variants, where applicable) necessary for the operation or the promotion of the TLD. Registry Operator must act as the Registered Name Holder of such names as that term is defined in the then-current ICANN Registrar Accreditation Agreement (RAA). These activations will be considered Transactions for purposes of Section 6.1 of the Agreement. Registry Operator must either (i) register such names through an ICANN-accredited registrar; or (ii) self-allocate such names and with respect to those names submit to and be responsible to ICANN for compliance with ICANN Consensus Policies and the obligations set forth in Subsections 3.7.7.1 through 3.7.7.12 of the then-current RAA (or any other replacement clause setting out the terms of the registration agreement between a registrar and a registered name holder). At Registry Operator's discretion and in compliance with all other terms of this Agreement, such names may be released for registration to another person or entity.
- c. Registry Operator may withhold from registration or allocate to Registry Operator names (including their IDN variants, where applicable) at All Levels in accordance with Section 2.6 of the Agreement. Such names may not be activated in the DNS, but may be released for registration to another person or entity at Registry Operator's discretion. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such names that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Upon ICANN's request, Registry Operator shall provide a listing of all names withheld or allocated to Registry Operator pursuant to Section 2.6 of the Agreement. Registry Operator may self-allocate and renew such names without use of an ICANN accredited regis-

trar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

4. Country and Territory Names. The country and territory names (including their IDN variants, where applicable) contained in the following internationally recognized lists shall be withheld from registration or allocated to Registry Operator at All Levels:
 - a. The short form (in English) of all country and territory names contained on the ISO 3166-1 list, as updated from time to time, including the European Union, which is exceptionally reserved on the ISO 3166-1 list, and its scope extended in August 1999 to any application needing to represent the name European Union <http://www.iso.org/iso/support/country_codes/iso_3166_code_lists/iso-3166-1_decoding_table.htm>;
 - b. The United Nations Group of Experts on Geographical Names, Technical Reference Manual for the Standardization of Geographical Names, Part III Names of Countries of the World; and
 - c. The list of United Nations member states in 6 official United Nations languages prepared by the Working Group on Country Names of the United Nations Conference on the Standardization of Geographical Names; provided, that the reservation of specific country and territory names (including their IDN variants according to the registry operator IDN registration policy, where applicable) may be released to the extent that Registry Operator reaches agreement with the applicable government(s). Registry Operator must not activate such names in the DNS; provided, that Registry Operator may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such names that remain withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.
5. International Olympic Committee; International Red Cross and Red Crescent Movement. As instructed from time to time by ICANN, the names (including their IDN variants, where applicable) relating to the International Olympic Committee, International Red Cross and Red Crescent Movement listed at <http://www.icann.org/en/resources/registries/reserved> shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Additional International Olympic Committee, International Red Cross and Red Crescent Movement names (including their IDN variants) may be added to the list upon ten (10) calendar days notice from ICANN to Registry Operator. Such names may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator. Upon conclusion of Registry Operator's

designation as operator of the registry for the TLD, all such names withheld from registration or allocated to Registry Operator shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.

6. Intergovernmental Organizations. As instructed from time to time by ICANN, Registry Operator will implement the protections mechanism determined by the ICANN Board of Directors relating to the protection of identifiers for Intergovernmental Organizations. A list of reserved names for this Section 6 is available at <http://www.icann.org/en/resources/registries/reserved>. Additional names (including their IDN variants) may be added to the list upon ten (10) calendar days notice from ICANN to Registry Operator. Any such protected identifiers for Intergovernmental Organizations may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator. Upon conclusion of Registry Operator's designation as operator of the registry for the TLD, all such protected identifiers shall be transferred as specified by ICANN. Registry Operator may self-allocate and renew such names without use of an ICANN accredited registrar, which will not be considered Transactions for purposes of Section 6.1 of the Agreement.