



## NAME ALLOCATION POLICY

### 1. Summary

This document outlines how and when domain names can be allocated by Registry Operator during both launch and ongoing operations of .BIBLE 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 .BIBLE TLD Community and the fiduciary obligations of Registry Operator.

### 2. Domain Name Classes

Registry Operator has categorized domain names in .BIBLE TLD into the following classes: Blocked, Reserved, and Standard. Blocked names are names that are prohibited from being registered in the .BIBLE TLD. Reserved can include names specifically identified by ICANN, e.g., country names, prohibited two character domain names as well as names reserved for the Registry Operator. Standard names are names that are available for registration as long as the Registered Name Holder and domain name comply with minimum baseline requirements. Domain name classifications are not permanent and Registry Operator reserves the right to change the classification of a domain name at any time.

### 3. 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.

- **First-Come, First-Served:** 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 Registered Name Holder and domain name comply with minimum baseline requirements.
- **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.

- **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 .BIBLE TLD.

#### 4. Allocation Periods

**Qualified Launch Program:** .BIBLE TLD will offer a Qualified Launch Program (“QLP”) for key supporters of the .BIBLE TLD effort and American Bible Society. Pioneer Partners will be given registration priority for domain names in compliance with the rules for a QLP set forth by ICANN.

All other Rights Protection Mechanism terms will apply to domain names registered by .BIBLE TLD Pioneer Partners during this Period.

Requests for domain names will be accepted and in the case of multiple requests for the same name, the winning registrant will be selected via a random drawing.

**Sunrise Period:** .BIBLE TLD will offer a Sunrise Period for all qualified Registered Name Holders that in addition to meeting .BIBLE TLD’s minimum baseline registration requirements also have a mark registered in the Trademark Clearinghouse matching the domain name they wish to register, provided that the domain name is not Reserved or Blocked by .BIBLE TLD. This Sunrise Period will be a start-date Sunrise Period, meaning that domain names will be registered on a first-come, first-served basis during this Period.

All domain names registered during this Period 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/via Registry Operator’s website.

**Limited Registration Period:** .BIBLE TLD will conduct a Limited Registration Period (LRP) for Advisory Council members, Pioneer Partners, and other constituents who have helped establish the .BIBLE TLD as a trusted online source of all things Bible. Advisory Council members are listed at <http://bibletd.org/endorsements>. Registrations during the LRP will be available on a first-come, first-served basis. The LRP will start after Sunrise and conclude before General Availability.

**General Availability:** After the Qualified Launch Program, Sunrise and Limited Registration Period, domain name registrations will be allocated on a first-come, first-served basis provided the Registered Name Holder and domain name comply with minimum baseline requirements.

#### 5. 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 <http://bibleld.org/policy>.