

.CITI TLD Registration Policies

As stated in its new gTLD application for .CITI, the ultimate goal of the TLD is for Applicant to securely and uniquely provide a top-level domain dedicated to providing banking and financial goods and services to Internet users and customers around the globe under its famous and trusted brand. In line with this goal, Applicant intends to operate an exclusive access registry to extend the high-quality online banking and financial goods and services it already offers to the more fully branded namespace made possible by the .CITI TLD.

Accordingly, policies and decisions regarding the registration and use of domain names within the TLD will be made by internal teams consisting of Applicant's existing business, marketing, legal, and technical decision-making channels. Because its famous brand will be affixed to all second-level domains in the TLD, the TLD will immediately indicate to Internet users that Registry Operator is the source of the TLD. Accordingly, Registry Operator's internal decision makers will take extreme care to select domain names for registration and control their DNS records under strict guidelines.

In line with its current domain name registration guidelines, only Registry Operator or its affiliates (as defined in the Registry Agreement) through authorized employees will be allowed to register and control the DNS records of domain names within the TLD for purposes related to the brand under strict internal guidelines. Under these guidelines, each domain name requested must be for an internally approved justification and match a naming scheme that is aligned to the purpose of the justification. Each name will be reviewed by relevant legal and technical personnel, and finally approved by Registry Operator's Domain Name Team to ensure the proper procedure was fulfilled. Thereafter, the Domain Name Team will review the ongoing use of registered names to ensure the guidelines are met on an ongoing basis.

Accordingly, it is Registry Operator's intention that non-affiliated third parties will never be allowed to register, buy, or sell domain names in the TLD, or control their DNS records. Applicant, however, reserves the right to sell, distribute, or transfer control or use of any registrations in the TLD to any third party that is an affiliate of Registry Operator (as

defined in the Registry Agreement) for the exclusive use of Registry Operator.

The TLD's domain name registration and use policies will be subject to its abuse prevention and rights protection policies discussed in its new gTLD application, and Applicant will strive to avoid registering domain names that are confusingly similar to third-party's trademarks and related rights. Obscene, explicit, and offensive domain names will not be entitled to registration.