

gTLD String: **WOW**

Applicant Entity Name: **United TLD Holdco Ltd.**

Application ID#: **1-1255-61847**

SPECIFICATION 11 PUBLIC INTEREST COMMITMENTS

1. Registry Operator will use only ICANN accredited registrars that are party to the Registrar Accreditation Agreement approved by the ICANN Board of Directors on [date to be determined at time of contracting], 2013 (or any subsequent form of Registrar Accreditation Agreement approved by the ICANN Board of Directors) in registering domain names. A list of such registrars shall be maintained by ICANN on ICANN's website.

2. ☐ Registry Operator will operate the registry for the TLD in compliance with all commitments, statements of intent and business plans stated in the following sections of Registry Operator's application to ICANN for the TLD, which commitments, statements of intent and business plans are hereby incorporated by reference into this Agreement. Registry Operator's obligations pursuant to this paragraph shall be enforceable by ICANN and through the Public Interest Commitment Dispute Resolution Process established by ICANN ((posted at [url to be inserted when final procedure is adopted])), as it may be amended by ICANN from time to time, the "PICDRP"). Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any remedies ICANN imposes (which may include any reasonable remedy, including for the avoidance of doubt, the termination of the Registry Agreement pursuant to Section 4.3(e) of the Registry Agreement) following a determination by any PICDRP panel and to be bound by any such determination.

[Registry Operator to insert specific application sections here, if applicable]

3. ☒ Registry Operator agrees to perform the following specific public interest commitments, which commitments shall be enforceable by ICANN and through the PICDRP. Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any remedies ICANN imposes (which may include any reasonable remedy, including for the avoidance of doubt, the termination of the Registry Agreement pursuant to Section 4.3(e) of the Registry Agreement) following a determination by any PICDRP panel and to be bound by any such determination.

The Registry Operator commits to operating an "open" registry where no restrictions shall be placed on registrant's eligibility to register a .WOW web address for legitimate and lawful purposes.

Registry Operator commits to providing to all contracted registrars, the list of geographic names that are prohibited from second-level registration. Registry Operator will check this list regularly against that list maintained by ICANN. Should Registry Operator seek to release any of these reserved names for registration, it will consult with the Governmental Advisory Committee and obtain any permissions necessary from ICANN in order to make these registrations available.

Registry Operator commits to implementing the following seven (7) additional rights protection mechanisms for its gTLDs:

1. Periodic audits of WHOIS data that is provided by domain name registrants to insure accuracy of registrant information. These audits will help identify erroneous contact information and frequently prompt registrants to maintain accurate registration data in our database.

2. Remediation of inaccurate WHOIS data, including suspending a domain name, if warranted. We will act to suspend services to any registrant who is non-responsive to our requests to update and provide accurate WHOIS information. The suspension of domain names that do not comply will discourage registrants from using our services for improper activities.

3. A Domain Protected Marks List (DPML) to insure greater trademark protection for trademark holders. The DPML will allow trademark registrants to block their trademarks from being registered by others at the second level. This blocking will occur across all of United TLDs' gTLD extensions.

4. Rigorous Terms of Use that prohibit illegal or abusive activity. We will present clear and unambiguous terms and conditions and acceptable use policies which we will enforce by operating a compliance team.

5. Limitations on domain name proxy and privacy services. We will allow domain name proxy or privacy services to be offered only by select registrars and resellers who have demonstrated a commitment to enforcing the accuracy of registrant data and their willingness to cooperate with members of law enforcement to identify users who are engaging in improper or illegal activity.

6. Published policies and procedures that define abusive activity. Similar to the mandating of rigorous terms of use, we will establish and enforce several policies (i.e. privacy, data security, acceptable use, copyright infringement, as well as others) to ensure that registrants use our top level domain only for activities that comply with these policies.

7. Proper resourcing to carry out all of these mechanisms above. We have already committed tremendous resources to fund and implement all of these protection mechanisms and we will continue to fund these mechanisms for as long as we are the registry operator for any gTLD.

The Registry Operator will use commercially reasonable efforts to implement each of the above listed additional protection mechanisms at the time of launch of its very first gTLD. The terms and conditions related to the DPML and other related gTLD services may be revised as business reasons dictate.

Registry Operator reserves the right to add additional commitments to this Specification as it believes appropriate to address issues or concerns raised by governments or others as part of the new gTLD program.