

gTLD String: *.INSURANCE*
 Applicant Entity Name: *Dotfresh Inc.*
 Application ID#: *1-1063-32835*

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.

3. Registry Operator agrees to perform 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.

Dotfresh Inc. respectfully submits the following Public Interest Commitments for the .Insurance registry:

1. General Names (as described in section 18b sub-section 4.1 of the application) will be available for registration to institutions related to the insurance industry only. For example: insurance carriers, agents, brokers, service providers.
2. Each registered general domain name must be similar to the business name, common name, common law name, trademark name, corporate name of the registrant or its products or services or offerings.
3. Both of the above criteria along with the identity of the registrant must be validated before a general domain name is activated.
4. The above applies to general domain names whether registered during sunrise, landrush or general availability.
5. Proxy registrations will not be permitted in .Insurance.