

gTLD String: *ORGANIC*  
 Applicant Entity Name: *Afilias Limited*  
 Application ID#: *1-868-66930*

## **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.

N/A

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.

Afilias commits to establishing and enforcing registration and use policies with respect to the .ORGANIC TLD as follows:

### **1. Implementation of AUP**

The following Acceptable Use Policy shall be posted on the front page of the .ORGANIC Registry website, and incorporated into each Registry-Registrar Agreement (RRA) between Afilias and Authorized Registrars for the TLD:

#### **.ORGANIC Acceptable Use Policy:**

Registrants of Registered Names in the .ORGANIC Registry are responsible to ensure that such Registered Names are at all times registered and used in compliance with all applicable national, federal, regional, state and local laws, ordinances and regulations (“Applicable Laws”), including, without limitation, Applicable Laws related to (i) the farming, raising, processing, marketing, labeling and selling of organic foods, and (ii) certification or similar requirements imposed on members of the organic food industry.

In addition to any other rights of Afilias existing under the RRA between Afilias and any applicable registrar or otherwise, Afilias reserves the right to deny or

cancel the registration, renewal, or transfer of any Registered Name, or to place any Registered Name on registry lock, hold, or similar status, with respect to any such Registered Name that Afilias, upon reasonable belief formed after reasonable investigation, deems to be registered or used in a manner that constitutes a violation of the .ORGANIC Acceptable Use Policy.

Further, Registrants in violation of any Applicable Laws may be subject to prosecution or other enforcement of such Applicable Laws by the appropriate authorities.

## **2. Enforcement of AUP**

- A. Registrants of .ORGANIC will be subject to the PIC Dispute Resolution Policy (“PICDRP”) to be established by ICANN.
- B. Afilias will establish a “.ORGANIC AUP Hotline” whereby representatives of governments and law enforcement agencies will be able to contact Afilias on a 24/7/365 basis to report alleged instances of non-compliance with the .ORGANIC AUP. Afilias will within twenty-four hours of a call to such hotline begin an investigation into the allegations. In the event non-compliance is determined by Afilias, it shall take such actions as it deems appropriate as permitted under the AUP.
- C. Further, in its RRA with Authorized Registrars for .ORGANIC, the following provisions shall be included:
  - x.x Registrar agrees that all .ORGANIC Registrants are subject to the .ORGANIC Acceptable Use Policy (AUP) available at the Registry Operator’s website at *[insert link]*, or such other URL(s) as may be designated by Registry Operator from time to time by notice to Registrar. Registrar agrees that Registry Operator has the right to investigate allegations of non-compliance with the AUP, and to take such measures as are outlined in the compliance with the AUP to address non-compliance.
  - x.y Registrar shall enter into an agreement with each registrant of a .ORGANIC Registered Name, which shall include the following provisions at a minimum:
    - x.y.1 the registrant agrees to at all times comply with the .ORGANIC Acceptable Use Policy (“AUP”);
    - x.y.2 the registrant agrees to be subject to and abide by the PICDRP and the UDRP; and
    - x.y.3 **the registrant agrees** that a violation of the AUP shall give rights to the Registry Operator of the .ORGANIC TLD as outlined in the AUP.