

gTLD String: CRUISE

Applicant Entity Name: Cruise Lines International Association Inc.

Application ID#: 1-1852-14467

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]

[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.

As the unique global association for the global cruise industry, Cruise Lines International Association (CLIA) represents over 98% of the global cruise industry and is the designated Non-Governmental Organization (NGO) for the global cruise industry at the United Nations' specialized agency the International Maritime Organization (IMO).

CLIA is committed to ensuring that .CRUISE registry operations are compliant with applicable laws and regulations.

CLIA proposes to operate the .CRUISE registry in furtherance of public trust and safety.

To the extent permitted by applicable laws and regulations, CLIA proposes at least initially restricting the allocation of domain names in the .CRUISE registry to cruise operators, travel agents, vendors and services providers from within the membership of CLIA who meet mandated standards of safety and security, on the basis of transparent, objective, non-discriminatory and qualitative registration criteria.

To ensure the reasonable application of CLIA-developed standards in the .CRUISE registry, registration eligibility will be validated upon application for a domain name registration, and may

be re-validated annually; the registration and operational policies for .CRUISE will be determined after careful discussion with relevant stakeholders and legal advisers.

CLIA will undertake to provide a formal presentation to interested GAC representatives on .CRUISE domain name registration policies at the next available ICANN Meeting, at their reasonable request.

CLIA will undertake best efforts to facilitate meetings between representatives of the relevant CLIA member and the respective GAC representatives, at their reasonable request, to discuss CLIA's safety standards.

CLIA will undertake to provide interested GAC representatives with an Annual Report illustrating its consumer-protection oriented and transparent and non-discriminatory policies, at their reasonable request.

CLIA will undertake to apply its formal and self-regulatory Anti-trust Guidelines to its registry operations, and to provide a report to interested GAC representatives at their reasonable request, with recommendations for improvements should CLIA determine that the operation of the .CRUISE registry were to breach these guidelines.

The foregoing commitments are contingent on CLIA's reasonable satisfaction with the final terms of ICANN's Public Interest Commitment ("PIC") and PIC Dispute Resolution Mechanism ("PICDRP"). In such case, CLIA will consider whether any subsequent change request would be required.

CLIA appreciates the PIC and PICDRP concept as one possible vehicle for seeking to ensure that new gTLD registries are operated in the public interest and in accordance with representations made in applications. However, we note that the PIC and PICDRP are not yet in final form. As such, CLIA looks forward to a more considered discussion and continued community dialogue on the PIC and PICDRP including as to standing, process and procedure, criteria, and remedies.