



.kiwi Landrush Policy

17 March 2014
Version 1.0
Dot Kiwi Limited

Summary and Timeline

Dot Kiwi Limited (the “Registry” or “Dot Kiwi”) will offer a preliminary application period (“Landrush”) before registration on a first-come, first-served basis becomes available to the general public in the .kiwi TLD (“.kiwi”). During Landrush, there will be no restrictions on who can participate. Successful Landrush Registrations will be allocated in the TLD after the Processing Period (see timeline below) concludes.

Action		Date	Time
Open Landrush	UTC	17 March 2014	20:00
	NZDT	18 March 2014	09:00
Close Landrush	UTC	30 April 2014	05:00
	NZST	30 April 2014	17:00

Application Process Overview

The following process applies to Landrush Applications:

- Domain Names for which a valid Landrush Application has been received in accordance with Registry Policies, ICANN Requirements, and the Registry-Registrar Agreement, will be allocated to the Applicant following the close of Landrush.
- If more than one Landrush Application for the same Domain Name meets the eligibility criteria described herein, the Landrush Applications will be submitted to an Auction Provider as described below.
- Domain Names awarded to successful Landrush Applicants at auction will be allocated by the Registry following the conclusion of such auction.

Auction

If more than one Applicant submits a valid Landrush Application for the same Domain Name, the Registry will notify the applicable Registrar(s) at the end of the Landrush period. The prevailing Applicant for the Domain Name will be determined at an auction hosted by an auction provider of Dot Kiwi’s choice (“Auction Provider”). The auction process will be governed by the terms and conditions published by the Auction Provider and available on the Registry Website (“Auction Rules”). Landrush Applicants that prevail at auction will be allocated their applied for domain names by the Registry typically within seven (7) days of notification from the Auction Provider that the auction has concluded.

Available Landrush Registration Periods

Landrush Registrations may be purchased in yearly increments of no less than one (1) year and no more than ten (10) years, commencing on the date on which the Domain Name is registered. Unless otherwise terminated, such registration will expire on the same day of the month the registration was created.

Processing Landrush Registrations

The Registry will not process a Landrush Application unless the Registry has received, or has, in its discretion, reasonable assurance of payment from the Registrar of all applicable fees, including the one-time Landrush participation fee for the Landrush Application.

Allocation

The Registry will allocate a Domain Name if:

- The Domain Name Label meets the requirements set out below;
- The Domain Name Label and the information contained in the Registrar's request meet the requirements in the Registrar Terms and Conditions;
- The Domain Name Label is available; and
- The Registrar is in good standing with the Registry.

Domain Name Label Requirements

Dot Kiwi will not accept a Landrush Application unless the applied-for Domain Name meets the applicable requirements as defined in RFC 1035 and RFC 1123, including the following technical and syntax requirements. The Domain Name Label must:

- if ASCII, consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens;
- if non-ASCII (e.g. IDN), consist of language scripts offered by the Registry (as specified on the Registry Website);
- not begin or end with a hyphen;
- not exceed 63 characters; and
- contain at least one character.

Domain Name Labels may contain hyphens except as specified above, including where two consecutive hyphens (–) are used in the 3rd and 4th positions, when preceded by “xn” and followed by a label that corresponds with an IDN containing characters referred to above.

SLD Blocked Domains

Applications will be accepted for domain names appearing on the Second-Level Domain (SLD) block list¹ per the Alternative Path to Delegation report², and are subject to the terms contained in this Landrush Period policy. For all domains applied for that appear on the SLD block list, the domain name(s) will not resolve on the Internet until such time ICANN removes such prohibitions. Should ICANN fail to remove such SLD block list prohibitions, the Registry Operator will notify the sponsoring Registrar(s) and provide a full refund of the Landrush participation fee paid.

¹ <http://www.icann.org/en/about/agreements/registries/apd-reports-17nov13-en.zip>

² <http://www.icann.org/en/groups/board/documents/resolutions-new-gtld-annex-1-07oct13-en.pdf>

Landrush Applicant Notification

Notifications to Landrush applicants will be as follows:

- At the end of Landrush, the Registry will notify Registrars who sponsored a Landrush Application of applicable Landrush Registration allocations.
- In the event two or more Landrush Applications are received for the same Domain Name the Registry will notify the Registrar(s) who sponsored such Landrush Applications and advise them of the impending auction for the Domain Name.
- Registrars receiving notice of a pending auction must pass on such notice to their Landrush applicants.
- At the conclusion of an auction for a Domain Name, the sponsoring Registrar(s) for Landrush Applications will receive a message informing which Landrush Application:
 - Was accepted; and which
 - Was rejected.
- The Registry will notify the TMCH of successful Landrush Applications once the corresponding Landrush Registration has been made
- The Registry may also publish all or any portion of a pending Landrush Application online (e.g. via Whois).

The Registry's Rights Regarding Landrush Applications

The Registry shall be entitled, but not obligated, to reject a Landrush Application or to delete, revoke, cancel, suspend or transfer a Landrush Registration:

- To enforce Registry policies and ICANN Requirements, each as amended from time to time;
- That is not accompanied by complete and accurate information, or where required, information is not updated or corrected, as required by ICANN Requirements or Registry policies;
- To protect the integrity and stability of the operation or management of the Registry;
- To comply with applicable laws, regulations, policies or any holding, order, or decision by a competent court or administrative authority, or any dispute resolution service provider the Registry may retain to oversee the arbitration and mediation of disputes;
- To establish, assert, or defend the legal rights of the Registry or a third party, or to avoid any actual or potential civil or criminal liability on the part of or damage to the Registry or its affiliates, subsidiaries, contracted parties, officers, directors, representatives, employees, contractors, and stockholders;
- To correct mistakes made by the Registry or any Registrar in connection with a Landrush Registration; or
- As otherwise provided in the Registrar terms and conditions or Registry-Registrar agreement.

Definitions

ASCII means the American standard code for information interchange.

Applicant means a natural person, company, or organization submitting a Landrush Application.

Domain Name means a domain name in and maintained by the Registry's database consisting of at least the Domain Name Label and TLD together, separated by a dot (e.g., "welcome.kiwi").

Domain Name Label means the characters to the left of the dot that precedes the TLD (e.g., in the Domain Name "welcome.kiwi", "welcome" is the label).

IDN means Internationalized Domain Name.

Registrar means a Domain Name registrar sponsoring an Applicant for a Landrush Registration that is (i) accredited by ICANN and (ii) has entered into a Registry-Registrar Agreement with the Registry.

Registry means Dot Kiwi Limited.

Registry Website means www.hello.kiwi or other TLD-specific URL directed from such website.

Landrush means the period as shown in the timeline above during which the general public may submit Landrush Applications.

Landrush Application means the non-transferrable, complete, technically correct request for a Domain Name Registration submitted by a Registrar to the Registry during Landrush.

Landrush Registration means a Domain Name registration resulting from an approved Landrush Application.

TMCH means the Trademark Clearinghouse, which is the mechanism made available for the validation and database management of rights protected terms, typically trademarks.