.XXX Landrush Q&A

Q: What is .XXX?

A: .XXX is a new Sponsored Top Level Domain (sTLD), specifically designed for the benefit of the global online adult entertainment industry. It will work alongside the other existing ICANN accredited TLD's such as .com, .net`, .org etc. and offers significant benefits and advantages to both providers and consumers. Despite a large online market for adult entertainment, large sections of society do not wish to come into contact with its content and as such .XXX provides both willing consumers of adult entertainment and those who wish to avoid it with an easily identifiable mark — the end of the web address.

Q: Why is Network Solutions® participating in the .XXX extension when it relates to the Adult Entertainment Industry?

A: Network Solutions will continue to position itself as the comprehensive provider of online services, including a breadth of domain name extensions such as the newly available XXX.

As with any new domain extension, Network Solutions® is partnering with the ICM Registry to promote extensions that we believe would be valuable to our customers. In this case, specifically around brand protection.

Q: What Features, Advantages and Benefits does .XXX offer Adult Webmasters?

A: FEATURES & ADVANTAGES:
- A globally promoted & recognizable trusted Sponsored Community domain extension
- Targeted for the Sponsored Community (Adult Industry)
- Thousands of new domain names available to Sponsored Community webmasters
- ICM Registry Sponsored Portals (coming in 2012)
- Access to a unique micro-payment platform - opens new payment methods and markets globally (coming in 2012)
- Sites are labeled by MetaCert for consumers who do not wish to access these sites
- Increased traffic via ICM Registry portals, type-ins and directed search
- Daily malware & virus scanning included by McAfee® with McAfee Trustmark (logo is optional)
- Consumer friendly as customers know what to expect
- A safe, secure and trusted environment
- Consumer acceptance and confidence in .XXX domains

BENEFITS:
- Greater acceptance and trust by more consumers globally with the ability to pay easily without risk, which translates into:
    - More traffic
    - Higher conversion ratios
    - Easier ways to pay

Q For the Landrush phase, are there are special requirements?

A: There are no special requirements like Trademark name, application date, etc. that apply to the Landrush phase. However, the Landrush phase is only available to Members of the Sponsored Community.

Q: How do I become a member of the Sponsored Community?

A: During the Sunrise AT, AD phases, following are the steps to complete the member authentication process (this needs to be completed within 48 hours of the Sunrise phase closing):

1. Once you complete your .XXX domain name application, the ICM Registry will create the member account on the ICM Registry side and will email you to complete the authentication process. The link provided in the email has an expiration of 72 hours. If the applicant tries it on the 73rd hour, there will be a link on ICM Registry website to resend another authentication email.
2. You will receive an email and click on the 'Finish Creating My Account' link in the email**.**
3. Once on the ICM website, you will be prompted to enter 'name', 'new password' and 'date of birth'.
4. Then, you will also be asked to enter an address (personal or business) as well as a direct phone number in which you can be reached at in the next few minutes.
5. You will then choose the language in which they will receive the phone call in (currently in English, French, Spanish, and German) and click 'next'.
6. You will receive a phone call and will receive the pin to enter into the member account.
7. You will enter that pin# into the website and once the pin# is validated, the process will be complete and the applicant will receive their Member Contact ID. Keep in safe place for further use.

Q: Is there any special Sunrise or Landrush fee that is non-refundable?
A: There is a non-refundable application fee with each Sunrise and Landrush application. All applications are considered final and application fees are final non-refundable.

Q: Is Sunrise and Landrush only one-year registrations?
A: No, they can be up to 10 years.

Q: What is the create date for an "awarded" domain?
A: Create date is the date that the domain goes live in the Registry. For domains awarded during Sunrise or Landrush the creation date will be just on or before General Availability of December 6, 2011.

Q: How do I request that my application for an .XXX domain name be reconsidered if my application has been rejected or another party was awarded the domain name and I wish to challenge the decision?
A: No, the ICM Registry is not offering any ability for reconsideration of an .XXX domain name.

Q: What will the WHOIS record state during the time between its award and the Dec 06 date that the domain will begin resolving?
A: Between the award date and create date – WHOIS reflects absolutely nothing.

Q: If I purchase an .XXX domain name, am I allowed to host adult content as per Network Solutions® Legal Policies?
A: The terms and conditions of the Network Solutions' Service Agreement do not expressly prohibit the use of its hosting services for adult content. To review the terms and conditions of our Acceptable Use Policy, please go to http://www.networksolutions.com/legal/aup.jsp

Q: For Landrush - targeted at Members of the Sponsored Community, how will they know what to do to become a Member of the Sponsored Community?
A: An email will be sent by ICM Registry to the applicants (based on the Registrant contact details) with a link asking them to authenticate as a Member on the ICM Registry site. The registrant will definitely lose their application if they do not become authenticated by the deadline of 5 days after the Landrush phase

closes. No fee will be collected for the authentication process. Applicants have time from the date of registration to 5 days after the close of the Landrush phase to complete their authentication process or risk losing their application.

Q: If a closed auction has to be conducted, who would be informed of the auction?
A: Under Sunrise AT and AD, auction notices will be sent to the applicant and their registrar.

Q: How are applicants notified that there are multiple applications on their string?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com to notify them if there are multiple applications on their submission.

Q: How are applicants notified they that they are going to auction?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com if the applicant will be going to auction for their submission.

Q: How is auction winner notified of winning?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com to notify the applicant if they won the auction for their .XXX domain name.

Q: How are auction losers notified of losing?
A: ICM Registry is working with Pool.com for the .XXX auction process. Pool.com will send an email to the applicant from NoReply@pool.com to notify the applicant if they did not win the auction for their .XXX domain name.