

.ORGANIC REGISTRATION POLICY

1. Summary

This Policy sets forth the criteria which all domain names must meet in order to be registered in .ORGANIC (hereinafter "TLD"). Specifically, this Policy addresses Registrant eligibility and verification (who can register), name selection (different domain name classifications permitted to be registered) and name allocation (how different classes of domain names can be allocated). Failure to comply with this Policy is a basis for a domain name registration to be denied, suspended, transferred and/or cancelled.

2. Definitions

- 2.1 Applicant:** Either a natural person or legal person (business, organization, etc.) that requests registration of a domain name in the TLD.
- 2.2 Approved Standards Body:** Government approved Organic regulatory bodies or private organic certification schemes as part of the registry approved subset of IFOAM family of standards.
- 2.3 Certified Organic:** A product, manufacturer, producer, co-packer, distributor, wholesaler or retailer, which is approved by an Approved Organic Standards body and issued a current and valid certificate from that Organic Standards body.
- 2.4 Registrar:** An entity accredited by ICANN and authorized by the Registry Operator to distribute domain names in the TLD.
- 2.5 Registry Operator:** Afilias Limited
- 2.6 Registry Agreement:** The agreement between Registry Operator and ICANN for the TLD.
- 2.7 Policy:** .ORGANIC Registration Policy
- 2.8 TLD:** .ORGANIC

3. Registrant Eligibility

In order to register a domain name in the TLD, the Registrant must be classified within one or more of the following categories and adhere to the relevant restrictions set forth in this section:

3.1 Food, Drink or Co-Packer Companies

Domain names registered by or on behalf of food, drink or co-packer companies must correspond to the name of the company, company's Certified Organic product, or its product category. Food or drink companies must produce at least one Certified Organic product or the product must be made with greater than 70% organic ingredients and has been verified under an Approved Standards Body. Co-Packer companies must have at least one packing facility that is Certified Organic. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.CompanyName.organic, www.CompanyNameNYC.organic, www.ProductName.organic and www.ProductNameForKids.organic. The default allocation mechanism in connection with Food and Drink Company names is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.2 Farmers

Domain names registered by or on behalf of Farmer must correspond to the name of the Farm or its Certified Organic product category. The Farmer must produce at least one Certified Organic product. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.FarmName.organic, www.FarmNameOhio.organic,

www.Vegetables.organic and www.VegetablesForKids.organic. The default allocation mechanism in connection with Farmer names is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.3 Retailers or Distributors

Domain names registered by or on behalf of Retailers or Distributors must correspond to the name of the Retailer or Distributor or one of the Certified Organic product categories they sell. The Retailer or Distributor must sell numerous Certified Organic products. Additionally, the Retailer or Distributor must either 1) be Certified Organic, or 2) have a webpage or section of their website for the Certified Organic products it sells. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.RetailerName.organic, www.RetailerNameNYC.organic, www.Juice.Organic and www.JuiceForKids.Organic. The default allocation mechanism, in connection with Retailer names, is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.4 Restaurants

Domain names registered by or on behalf of Restaurants must correspond to the name of the Restaurant. Restaurants must either 1) be Certified Organic, or 2) have a menu or webpage displaying numerous Certified Organic products that it sells. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.RestaurantName.organic, www.RestaurantNameNYC.organic and www.AsianRestaurantName.organic. The default allocation mechanism in connection with Restaurant names is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.5 Personal Care Products

Domain names registered must correspond to 1) the name of a Certified Organic Personal Care Product(s), 2) a Certified Organic Personal Care Product category(ies), or 3) a company name(s). To register a domain name in this class, a registrant must produce at least one Certified Organic product. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.ProductName.organic, www.ProductNameForKids.organic, www.Sunscreen.organic and www.SunscreenForKids.organic. The default allocation mechanism in connection with Personal Care Products names is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.6 Textile Products

Domain names registered must correspond to 1) the name of a Certified Organic Textile Product(s) 2) a Certified Organic Textile Product category(ies), or 3) a company name(s). To register a domain name in this class, a registrant must produce at least one Certified Organic product. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.ProductName.organic, www.ProductNameForKids.organic, www.Shirts.organic and www.ShirtsForKids.organic. The default allocation mechanism in connection with Textile Products names is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.7 Certifiers

Domain names registered by or on behalf of Certifiers must correspond to the name of the Certifier or services it delivers. The Certifier must be accredited by a recognized and .ORGANIC registry Approved Standards Body. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.CertifierName.organic, www.CertifierNameOhio.organic, www.Certifier.organic and www.BeefCertifier.organic. The default allocation mechanism in connection with Certifiers names is First-Come, First-Serve as detailed in

Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.8 Non Profit, Not for Profit or Trade Association Organizations

Domain names registered by or on behalf of Non Profit, Not for Profit or Trade Association Organizations (re: "Organization") must correspond to the name of the Organization. The Organization must primarily serve and represent the organic community and be domiciled in a country with an Approved Standards Body recognized by the .ORGANIC domain name registry. Qualified Registrants may include additional words within their domain names. For example, Registrants may register www.TradeAssociationName.organic and www.TradeAssociationNameOhio.organic. The default allocation mechanism in connection with Certifiers names is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

3.9 Friends of .ORGANIC

The Organic Registry Operator reserves the right to allocate domain names to qualified applicants who will use the name in a manner likely to enhance the .ORGANIC TLD and otherwise positively promote the .ORGANIC viewpoint. The default allocation mechanism in connection with Certifiers names is First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

4. Name Selection

Registry Operator has initially identified the following non-exclusive domain name classifications and restrictions for Registrants when registering a domain name in the TLD.

4.1 Standard Registrations

There should be a clear and logical nexus between the activities of the Registrant within the organic market and the domain name being registered. Registrants shall have a bona fide intention to use the domain name in promoting, developing, educating, or engaging in commerce regarding the organic market. Domain names that are likely to deceive, disparage or cause a material detriment to the .ORGANIC community, its customers or Internet users are explicitly prohibited, e.g., www.ihate.organic, www.unhealthy.organic, etc. The default allocation mechanism in connection with Standard Registrations are First-Come, First-Serve as detailed in Section 5.1. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5.

4.2 Premium Domain Name Registrations

Premium domain names have premium pricing and a substantial meaning in relation to any class or type of good, service or other thing. The default allocation mechanism in connection with Premium domain names is an RFP as detailed in Section 5.3. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5 or otherwise noted.

4.3 Reserved Names

Reserved names are any names which are ineligible for registration due to ICANN restrictions or Registry Operator designation.

4.4 Registry Operator Designated Names

Registry Operator Designated Names are any names designated by Registry Operator (plus their IDN variants, where applicable) in accordance with Specification 5, Section 2.2 of the Registry Agreement (between the .ORGANIC registry and ICANN) necessary for the operation or the promotion of TLD. The default allocation mechanism in connection with this class of domain names is detailed in Section 4.4. However, the Registry Operator reserves the right to utilize alternative allocation mechanisms identified in Section 5 or otherwise noted.

5. Name Allocation Mechanisms

Registry Operator has initially identified the following domain name allocation mechanisms: First-Come, First Served; Auction; Request for Proposal; and Registry Operator Designated. While the default allocation mechanism in connection with each domain name classification has been identified above, Registry Operator may, at its sole discretion, determine the most prudent means to allocate any domain name in the TLD.

5.1 First-Come, First-Served (FCFS)

The domain name is awarded to the first eligible Applicant (i.e., one who has filed a request for registration) for that domain name provided their request has been made through a Registrar and the Applicant and domain name comply with Registry Operator's Registration Policy. The mere acceptance of any registration fees does not in itself constitute a domain name registration. A domain name is only registered upon approval of Registry Operator of any request for registration.

5.2 Auction

Multiple requests to register an available domain name will be resolved through an Auction. Registry Operator will conduct auctions in accordance with their rules and policies that will be available on/via Registry Operator's website.

5.3 Requests for Proposal (RFP)

Registry Operator will accept proposals from Applicants for an available domain name. Registry Operator reserves the right to impose a reasonable cost-recovery fee on any Applicant that chooses to participate in any RFP. Registry Operator is not bound to select a winner among RFP respondents, and can hold the domain name for future allocation. The rules and procedures for any RFP will be posted on Registry Operator's website.

5.4 Registry Operator Designated

Registry Operator is permitted under the Registry Agreement to activate a limited number of names (plus their IDN variants, where applicable) necessary for the operation or the promotion of TLD.

6. Verification of Eligibility

Verification of the registrant's information will be required within 15 days of registration. Prior to the verification of the registrant information, the domain will be held in a <pending status> and will not function on the Internet. Verification information may include Name of Certified Operator, Registrant Class, Country, Standards Body (Certifier) and License #, or other information may be provided that shows the Registrant meets the criteria of the Registrant class. Domains that are not verified within the 15 day period or fail verification within the 15 day period will be deleted.

7. Whois Privacy

.ORGANIC is a restricted TLD and requires that accurate Registrant data is available in the whois at all times. Therefore, Whois Privacy is not allowed in .ORGANIC registrations.

8. Denial/Suspension/Transfer/Cancelation

Registry Operator reserves the right in its sole discretion to deny, suspend, transfer and/or cancel at any time a domain name registration or request for registration found to be in violation of this Policy, other registry policy, any applicable law, rule or regulation and/or not promoting items related to the organic industry.

9. Challenge Process

Registry Operator will publish a Registration Eligibility Dispute Resolution Policy (REDRP) that provides an administrative challenge for (i) Applicants who believe they have been wrongfully denied a registration in the TLD, and (ii) third parties who believe a Registrant is not in compliance with the Registration Policy.

10. Amendment

Registry Operator reserves the right to modify this Policy at its sole discretion in accordance with its rights and obligations set forth in its Registry Agreement. Such revised Policy shall be posted on Registry Operator's website < www.get.ORGANIC > at least 30 calendar days before its effective date. In the event a Registrant objects to any change in this Policy, the sole remedy is Registrant's cancellation of the Registrant's domain name registration