

SGNIC Chinese Domain Names (CDNs) Launch Guidelines

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Singapore Network Information Centre (SGNIC) Pte Ltd 8 Temasek Boulevard #14-00 Suntec Tower Three Singapore 038988

http://www.sgnic.sg

1. **DEFINITIONS**

DEFINITIONS	
"Accredited Registrar"	means a registrar accredited by SGNIC to contract with registrants and collect registration data from registrants and submits registration information for entry in the SRS Database including inserting and renewing registration of Domain Names and its Variants in the SRS Database;
"Activation Fee"	means the fee that the Applicant will have to pay for activating an additional Variant beyond those provided free of charge to the Applicant under the Guidelines upon successful registration of the CDN;
"Applicant"	means an applicant registering for a CDN;
"Chinese Domain Names" or "CDN"	means an internet domain name that contains Chinese characters and includes a Numerical CDN;
"CDN Application"	means the application for a CDN submitted by an Applicant;
"Existing Applicant"	means an Applicant who is already a registered owner of a CDN;
"Full Simplified"	means simplified Chinese script for a domain name;
"Full Traditional"	means traditional Chinese script for a domain name;
"General Launch"	means the commencement of SGNIC's general acceptance of applications for registration of CDNs from members of the public on a first-come-first-served basis;

means any entities which form part of the Government of Singapore (including without limitation statutory boards).

"Government Agencies"

Qualifying agencies are those listed on the Singapore Government Directory, at: http://www.sgdi.gov.sg/;

"Guidelines"

means this document, specifying the eligibility requirements, allocation procedures, payment requirements, schedules and other matters applicable during Priority Phase 1, Priority Phase 2, the Sunrise Phase and the General Launch, and shall include the Annexes and Appendices to this document;

"List"

means an index of the Variants or Variant associated with a particular CDN;

"Numerical CDN"

means a CDN consisting of only numbers in the Chinese language, for example -=三.sg or 八八.com.sg;

"Registered Trade Mark Holder"

means a proprietor of a Trade Mark which is registered with the Intellectual Property Office of Singapore as of the date of the application for a CDN, the registration at IPOS is for the CDN sought to be registered and the Trade Mark remains on the register as a registered mark for the entire duration of the Soft Launch period;

"Registrant Agreement"

means the standard agreement issued by SGNIC governing the relationship between an Accredited Registrar and an Applicant;

"Registration Policies, Procedures and Guidelines" or "RPPG"

means the document that sets out the policies, procedures and guidelines that relate to .sg domain names in Singapore as applied by SGNIC and applicable to both Accredited Registrars and registrants. The RPPG should be read in conjunction with the Registrant Agreement, the SDRP and these Guidelines;

"Singapore Domain Name Dispute Resolution Policy" or "SDRP"

means the document that governs the resolution of a dispute between the Applicant and any other party other than SGNIC arising from the registration and use of the Applicant's ".sg" domain name:

"Launch" or "Soft Launch"

means the initial launch period preceding the General Launch. commencing from 23 November 2009 and ending on 9 June 2010, during which SGNIC will accept (during Priority Phase 1, Priority Phase 2 and the Sunrise Phase), and thereafter process qualifying applications for registration of CDNs accordance in with Guidelines, and not on a first-come-firstserved basis:

"Sunrise Phase"

means the phase within the Soft Launch commencing from 25 March 2010 and ending on 9 June 2010, during which SGNIC will accept applications for registration of CDNs prior to the General Launch from Applicants meeting the criteria set forth in the Guidelines:

"SGNIC Rules and Guidelines"

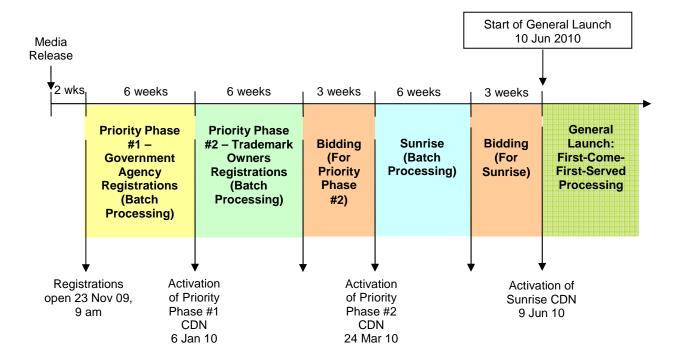
Means the Registrant Agreement, the RPPG, the SDRP, the Guidelines collectively and any prevailing registration policies, rules guidelines and procedures governing the registration and use of CDNs which can be found on www.sqnic.sq;

"Variant" or "Variants"

means different versions of the CDN in traditional Chinese script, simplified Chinese script or a combination of both traditional and simplified Chinese script.

1.1. Words that are defined in the SGNIC Rules and Guidelines will have the same meaning if used in these Guidelines, unless otherwise indicated. All dates and times stated in this document shall refer respectively to dates and times in Singapore. In the event of any conflict between the RPPG and the Guidelines, the provisions of the Guidelines shall prevail.

2. **IMPLEMENTATION TIMELINES**



3. GENERAL INFORMATION

- 3.1. A CDN is an internet domain name that consists of or contains Chinese characters, e.g. happy 开心.com.sg or 开心.com.sg. For the purposes of this Launch, SGNIC will be offering CDNs at the second and third levels in the format of CDN.ASCII, e.g. 苹果.com.sg or 天气.sg.
- 3.2. Upon successful registration for a CDN, each Applicant will receive a Full Traditional domain name and a Full Simplified domain name of the CDN applied for. The Full Traditional domain name and Full Simplified domain name will be automatically activated together with the CDN applied for upon successful registration. Notwithstanding the foregoing, the allocation of a Full Traditional domain name and a Full Simplified domain name will be subject to availability and the nature of the CDN applied for.
- 3.3. Registrations for CDNs will commence on 9:00am 23 November 2009 and SGNIC will accept applications for CDNs (save for any CDNs which SGNIC in its sole discretion designates from time to time as reserved) in four phases, i.e. Priority Phase 1, Priority Phase 2, Sunrise Phase and General Launch. Further details on each particular phase can be found below.
- 3.4. Applications for CDNs made during the Priority Phase 1, Priority Phase 2 and Sunrise Phase periods will not be processed on a first-come-first-served basis, but will be processed in accordance with the Guidelines. Applications for CDNs made during the General Launch will be processed on a first-come-first-served basis.

4. VARIANTS

- 4.1. Upon successful registration of a CDN, Applicants will receive a list of Variants, the contents of which shall be subject to the availability and nature of the CDN being applied for ("List"). The List will consist of versions of the CDN in traditional script, simplified script or a combination of both traditional and simplified script. The form and permutations of the List shall be subject to SGNIC's absolute discretion at all times and SGNIC further reserves the right to vary the number of Variants or withhold the release of any Variant or Variants to the Applicant without any obligation to provide a reason.
- 4.2. At the point of successful registration of a CDN, Applicants will be allowed to select and activate any number of the Variants from the List subject to paying an activation fee for each Variant so activated. All Variants in the List not activated by the Applicant will not be resolvable and shall remain unavailable for registration by any party other than the Applicant.
- 4.3. In the event that the Applicant is of the view that there are more Variants which have not been included in the List, the Applicant may make a separate application to SGNIC for the registration of that Variant. SGNIC will in its sole discretion decide each such application on a case by case basis.
- 4.4. For the avoidance of doubt, a Variant shall be treated as a CDN in itself save that there will be no further variants attributable to that Variant.

5. **PRIORITY PHASE 1 – GOVERNMENT APPLICATIONS**

- 5.1. This is the first phase of the Launch where only Government Agencies are eligible to apply for any available CDNs in all seven domain name categories (.sg, .com.sg, .edu.sg, .org.sg, .net.sg, .gov.sg, .per.sg).
- 5.2. SGNIC will only commence acceptance of applications for CDN under Priority Phase 1 on 23 November 2009 at 9:00am. Such applications must be duly completed and reach SGNIC via an Accredited Registrar by 12:00pm 31 December 2009 in accordance with the procedure described in Clause 9 below. All applications submitted under this Priority Phase 1 will be subject to the prevailing charges while applications for single character CDNs e.g. 福.sg and Numerical CDNs e.g. 一二三.sg or 八八八.com.sg will be charged a premium (i.e. an additional amount over what is to be paid by the Applicant to his Accredited Registrar). Refer to Annex 1 for premium fee.
- 5.3. In the event that there is a dispute between two or more Government Agencies regarding the registration of a CDN, SGNIC will provide the Government Agencies with a timeline during which, pending resolution of the dispute, that CDN will be suspended. Any disputes between Government Agencies over the registration or use of CDNs will not be subject to the SDRP. Where the dispute is not resolved within the timeline, SGNIC may, in its absolute discretion, allow other parties register the CDN in question.

5.4. All applications under Priority Phase 1 will be processed as a batch and there will not be an objection period for Priority Phase 1. The CDNs applied for will be activated *en masse* at the end of Priority Phase 1 and before the commencement of Priority Phase 2. The successful Applicants under Priority Phase 1 will be notified via email.

6. PRIORITY PHASE 2 – TRADE MARK OWNERS APPLICATIONS

- 6.1. Priority Phase 2 allows Registered Trade Mark owners to claim priority for allocation of a CDN and will commence on 7 January 2010 at 9:00am, after Priority Phase 1 has ended. Applicants with trade mark registrations for device marks alone will not be eligible for Priority Phase 2.
- 6.3. All applications under Priority Phase 2 will be processed as a batch and there will not be an objection period for Priority Phase 2. The CDNs applied for will be activated *en masse* at the end of Priority Phase 2 and before the commencement of the Sunrise Phase. The successful Applicants under Priority Phase 2 will be notified via email.
- 6.4. Where there are two or more Registered Trade Mark owners seeking to register the same CDN and each of them qualify to apply for the CDN, the Applicants will be invited to bid for the CDN in accordance with Clause 10 below.
- 6.5. In the event that the trade mark held by and relied upon by the Registered Trade Mark owner becomes invalid, i.e. removed from the register of trade marks, on or immediately prior to the General Launch period, then the CDN would be deactivated and de-registered. Once the CDN has been de-registered, it shall be made available for registration (whether by others or even the applicant during this Priority Phase 2) during the Sunrise Phase or when CDNs have been generally launched.

7. SUNRISE PHASE

7.1. The Sunrise Phase will only commence on 25 March 2010 at 9:00am after the conclusion of the bidding for CDNs (if any) under Priority Phase 2. Members of the general public including Existing Applicants will be eligible for the Sunrise Phase. All applications under the Sunrise Phase will be subject to the prevailing charges for the Sunrise Phase.

- 7.2. Applicants are to submit their applications together with any relevant documentation to SGNIC via an Accredited Registrar by 5:00pm 6 May 2010 in accordance with Clause 9 below. Applications for single character CDNs i.e.福.sg and Numerical CDNs eg. 一二三.sg or 八八八.com.sg under Sunrise Phase will be charged a premium (i.e. an additional amount over what is to be paid by the Applicant to his Accredited Registrar). Refer to Annex 1 for premium fee.
- 7.3. All applications under the Sunrise Phase will be processed as a batch and there will not be an objection period for the Sunrise Phase. The CDNs applied for under this Sunrise Phase will be activated *en masse* at the end of the Sunrise Phase and before the commencement of the General Launch. The successful Applicants under the Sunrise Phase will be notified via email.
- 7.4. Where there are two or more Applicants seeking to register the same CDN during the Sunrise Phase, the Applicants shall bid for the CDN in accordance with Clause 10 below.

8. **GENERAL LAUNCH**

- 8.1. The General Launch will commence on 10 June 2010 at 9:00am, after the close of bidding for CDNs (if any) under the Sunrise Phase. CDNs not allocated during the Priority Phase 1 and Priority Phase 2 or the Sunrise Phase will be made available for registration by members of the public on a first-come-first-served basis. Single character CDNs e.g. 福.sg and Numerical CDNs eg. 一二三.sg or 八八八.com.sg will not be available during the General Launch.
- 8.2. Whilst any party may apply to register a CDN, applicants must nevertheless still meet the eligibility criteria for the various categories of domain names (.sg, .com.sg, .edu.sg, .org.sg, .net.sg, .gov.sg, .per.sg).

9. **APPLICATION PROCEDURE**

- 9.1. All CDN applications must be submitted via an Accredited Registrar. The Applicant must inform itself of all terms and conditions of the Accredited Registrar, and shall be solely responsible for compliance therewith, including payment of any fees or deposits to the Accredited Registrar. The Applicant undertakes that all documents submitted to SGNIC via an Accredited Registrar are true and accurate.
- 9.2. The Accredited Registrar shall be responsible for submitting the registration request to SGNIC on behalf of the Applicant via the SGNIC registry system. Applicants must as a condition of their submission agree to abide by SGNIC Rules and Guidelines. For the avoidance of doubt, the reserved list of words as found in the RPPG shall apply for all CDNs, and Applicants for CDNs must also meet the prevailing registration criteria for the relevant domain name category in which registration of the CDN is sought. Thus, for example, an Applicant for the CDN '. 开心 .com.sg' must also meet the prevailing registration criteria for '.com.sg' domain names.

- 9.3. SGNIC and/or the Accredited Registrar shall be entitled to reject any CDN Application which is not in accordance with the Guidelines. SGNIC will not accept any CDN application made outside the timelines prescribed in these Guidelines. Since applications for a CDN may not necessarily result in successful registration, Applicants must understand and agree to the payment/refund terms of the Accredited Registrar.
- 9.4. The Applicant hereby acknowledges and agrees that SGNIC is not responsible for and bears no liability for any breach or failure of the Accredited Registrar to dutifully perform its obligations, including without limitation, to submit the CDN application to SGNIC, or to refund or repay any fees to the Applicant.

10. **BIDDING**

- 10.1. SGNIC will notify the Applicants of the requirement for bid via email, at the email address specified as the e-mail correspondence address of the Applicant in its CDN Application ("Bid Notification"). SGNIC shall not be obliged to provide Applicants any other form of notification of the requirement for the bid. Each Applicant agrees that SGNIC shall not be liable for any failure of the Applicant to receive any Bid Notification, and that it will not initiate any claim action or proceeding against SGNIC or invalidate any bid exercise on account of such failure. Further, it shall be condition precedents to any Applicant's participation in the bid for a CDN that:
 - a) it agrees to and complies with such terms and conditions as SGNIC may specify in relation thereto (which may also include without limitation any terms and conditions which may be imposed by any third parties which SGNIC may have engaged to provide any services and/or facilities in connection with the conduct of the bid); and
 - b) SGNIC receives, prior to the commencement of the bid for a CDN and by the date indicated in the Bid Notification in cleared funds, a deposit as specified in the Bid Notification which shall be refundable to unsuccessful bidders ("the Bid Deposit").

For the avoidance of doubt, any Applicant who does not comply with the foregoing shall be deemed to be disqualified from the bid.

- 10.2. The bid will be conducted in the manner specified in the Bid Notification. Each Applicant shall be solely responsible for taking all necessary measures required, at its own cost and expense, to participate in the bid. The bid results will be announced either via email or published on SGNIC's website on the date specified in each Bid Notification.
- 10.3. Unless SGNIC specifies otherwise, the minimum bid amount for the allocation of any CDN subject to a bid shall be as set out in the Bid Notification. This minimum bid amount shall be payable for allocation of the CDN, even if no other Applicant invited to bid for the CDN participates in any bidding for the CDN or in the event

- that the other Applicants invited to bid for the CDN withdraw their bids leaving only one Applicant.
- 10.4. All bids for the CDN must be submitted in accordance with the directions issued by SGNIC in the Bid Notification. SGNIC may also designate a minimum bid increment.
- 10.5. The highest bidder for the CDN as at the close of the bid for that particular CDN must without further demand pay to SGNIC the winning bid amount ("the Final Price") less only the Bid Deposit, within a period of 14 calendar days following the close of the bid ("Bid Payment Deadline") failing which the bid will be disqualified, the Bid Deposit will be forfeited, and the CDN will be made available for subsequent allocation by SGNIC in such manner as it shall see fit. Applicants should note that the Final Price is exclusive of any registration fees payable by the applicant to its registrar in relation to a CDN application.
- 10.6. All sums payable to SGNIC must be paid by way of cheque, cashier's order or telegraphic transfer in favour of "SINGAPORE NETWORK INFORMATION CENTRE (SGNIC) PTE LTD" and delivered to SGNIC in accordance with Clause 11, unless otherwise stated. The Applicant's name and the CDN applied for must be indicated at the back of the cheque, cashier's order, or in the case of a telegraphic transfer, the payment reference should be the CDN applied for.
- 10.7. In the event that the Final Price is not paid to SGNIC in full by the Bid Payment Deadline, SGNIC shall forfeit the Bid Deposit of that party and award the CDN to the next highest bidder for that CDN and so on and so forth until there are no bidders left failing which SGNIC reserves the right to make that CDN available in the immediately subsequent launch phase. Where the CDN is offered to the next highest bidder, the provisions of this clause shall apply to that bidder as well.
- 10.8. Notwithstanding anything to the contrary in the SGNIC Rules and Guidelines each Applicant agrees that (a) SGNIC shall have the right to publicize and disclose to any third parties the particulars of bidders, the Final Price, bid history, the CDN bid for, and the CDN allocated at the Final Price, and (b) SGNIC may outsource to and/or engage third parties to provide any services and/or facilities in connection with the conduct of the bidding process, and the Applicant irrevocably agrees to the disclosure by SGNIC of all information relating to its CDN Application to such third parties.

11. NOTICES

11.1. All notices and payments to SGNIC shall be addressed and delivered to:

Singapore Network Information Centre (SGNIC) Pte Ltd

8 Temasek Boulevard #14-00 Suntec Tower Three Singapore 038988 Attention: General Manager

Notices and/or payments so delivered shall only be deemed received by SGNIC at the date and time indicated by SGNIC's official date stamp acknowledging receipt of the letter.

- 11.2. Notices may also be faxed to SGNIC at the facsimile number +65 6211-2217 but Applicants may be required by SGNIC to furnish proof of the successful transmission of the facsimile in its entirety to SGNIC as a condition of acceptance of such notice. Proof of posting shall not constitute proof of delivery to SGNIC. Applicants assume all risk as to the timely delivery of their notices and documents to SGNIC.
- 11.3. All notices by SGNIC to any Applicant may be sent by:
 - a) post or hand to the Applicant's mailing address as set out under the "Owner Contact" field of the on-line application submitted to the Accredited Registrar in respect of the CDN Application; or
 - b) email to the Applicant's email address specified in the on-line application.
- 11.4. SGNIC may also effect service of any process of the applicant in the manner stated herein. Any notice referred to in this Clause 11:
 - a) if delivered by hand, shall be deemed to have been received on the day such notice is delivered;
 - b) if sent by post, shall be deemed to have been received when posted; and
 - c) if sent by email, shall be deemed to have been received at the time the email is transmitted.

12. **DISPUTES**

- 12.1. By filing an application to register a CDN, without prejudice to the Applicant's obligations and undertakings pursuant to the Registrant's Agreement, the Applicant agrees to be bound by the terms and conditions of these Guidelines, as well as the RPPG and the SDRP.
- 12.2. These Guidelines shall be governed by Singapore law, and all Applicants shall submit to the exclusive jurisdiction of the Singapore courts. All CDN registrations, CDNs and Variants (regardless of activated or non-resolvable) will still come under the purview of the SDRP and the RPPG and all domain name disputes should still be filed with the SDRP Secretariat.

13. ADDITIONAL TERMS AND CONDITIONS

13.1. SGNIC shall have the right to amend the Guidelines at any time from time to time, and SGNIC will publish the amended version of the Guidelines on SGNIC's website. Each amended version of the Guidelines will become binding and

effective on all Applicants on the effective date specified by SGNIC, and will supersede all previous versions of the Guidelines. All dates and timings stated in the Guidelines are indicative only and may be subject to further amendments by SGNIC. In the event that there is no bidding for CDNs in a particular phase, SGNIC reserves the right at all times to amend the submission and closing dates and time for that particular phase. All Applicants shall be solely responsible for reviewing SGNIC's website regularly in order to inform themselves of all of the foregoing amendments.

- 13.2. Unless expressly stated otherwise, all sums referred to in the Guidelines, including without limitation all fees, the Bid Deposit and the Final Price, are exclusive of Goods and Services Tax, which shall be payable in addition thereto at the rate prevailing at the time of payment.
- 13.3. SGNIC does not warrant the availability and use of any CDNs. The use of a CDN may require technical enhancements or modifications to be made to an Applicant's computing system. Applicants are advised to seek clarification from an Accredited Registrar before making an application for a CDN. Due to technical restraints, CDNs may not be available for use as domains for email addresses.

Annex 1

Schedule of Fees

	Priority Application Fees	Variants Activation	Single-character CDNs and Numerical CDNs Premium Fee
Priority Phase #1: Government	NA	Please check	\$500
Applications		with the	
Priority Phase #2: Trademark	NA	registrar of	\$500
Owners Applications		your choice	
Sunrise Phase	\$100		\$500
General Launch	NA		NA (Reserved during
			General Launch)

NB:

- All prices indicated above are in Singapore Dollars and are subject to prevailing 7% Goods and Services Tax (GST).
- Each activation of each variant will be charged an admin fee. Please check with the registrar of your choice.
- Premium fees will be collected in addition to the amount of registration fees the Applicant has to pay its Registrar.

PRIORITY CLAIM FORM FOR CHINESE DOMAIN NAME ALLOCATION EXERCISE



Not	2. 3. 4.	i) Read and agree ii) Complete this form iii) Submit this duly of Any documents acc Applicants are requi	to the SGNIC Chim in full and provide completed form are companying this formed to state clearly	nese Domain de all informatind any accomporm should be yethen umber o	Names Launch Goon and particulars canying documents certified true coping documents acco	s to their selected registrar ("Registes.	,	
App	olication	n for Registration o	of CDNs during	the Allocatio	n Exercise			
App	olicant:							
CD	N soug	ht to be registered	l:		("the C	CDN Application")		
1.	Regist registr) which I/we* see pplication:	ek to rely upo	n as Qualifying T	de Mark owner of the following rade Mark(s) in my/our* claim to the control of the following rade mark		
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		e attach a copy of the of such document				nark listed above and state the	number of	
2.	. I/We* have read and agree to abide by the terms and conditions of the Registrant Agreement, RPPG and t Guidelines, and understand that SGNIC will accord priority of registration as set forth in the Guidelines. In t event that (a) there are two or more Applicants for the CDN Application and there is no other Applicant claimi priority which SGNIC determines to be entitled to claim such priority, or (b) there are two or more Applicants for t CDN Application claiming priority which SGNIC determines are entitled to claim such priority, such Applicants be invited to submit bids for the allocation of the CDN Application in accordance with the Guidelines. SGNIC v separately inform Applicants concerned of the bidding procedure.							
3.	I/We* also confirm I/we* meet all other criteria applicable to the registration of the CDN Application in the designated category as set out in Clause 3 of the RPPG and Clause 5 of the Registrant Agreement and the documents required thereunder are attached. Please state the number of sheets of such documents submitted here:							
4.	I/We* confirm that I/we* have paid or will be paying the Application Deposit in the manner stated in the Guidelines and I am/we are* further aware that if the allocation of the CDN Application is subject to bidding notwithstandin our priority claim, I/we* shall be required to participate in a bidding process and pay to SGNIC the Final Price less the Application Deposit if I/we* successfully bid for the same.							
5.	I/We*	further understand	that:					
	(i) (ii) (iii)	the registration lial SGNIC may not re	ble to cancellation gister or allocate	on by SGNIC; the CDN Ap	plication; and	will disqualify my/our* applicat		
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*To delete where applicable.