

## <.bloomberg> gTLD Registration Policies

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## General Statement

Bloomberg IP Holdings LLC (“BIP”) operates the gTLD <.bloomberg> (the “gTLD”). Michael R. Bloomberg, a former mayor of New York City and the founder and majority owner of Bloomberg L.P. (“BLP”), formed BIP for the purposes of applying to run and operating the gTLD. BIP uses the gTLD to register domain names for Bloomberg Philanthropies (“BP”), which includes all of Mr. Bloomberg’s charitable and civic work, and for BLP for use by BLP and its affiliates, including the operation of the BLOOMBERG PROFESSIONAL<sup>®</sup> service and other financial, media and consumer businesses.

These registration policies (the “Policies”) describe the policies governing the <.bloomberg> registry (the “Registry”) and set forth the terms and conditions governing the registration and use of <.bloomberg> domain names (“Domains”). BIP reserves the right periodically to verify the eligibility of Domains and in its sole discretion to change the Policies and suspend, transfer or cancel the registration of Domains if in its opinion, their registration violates the Policies or otherwise harms the interests of BIP, BP or BLP.

## Definitions

“Abuse Point of Contact” means Registry abuse response team, which can be contacted at Abuse Manager, 2711 Centerville Road Suite 400, Wilmington, DE 19808 USA  
[ngtld-abuse@cscinfo.com](mailto:ngtld-abuse@cscinfo.com).

“ASCII” means American Standard Code for Information Interchange, a character-encoding scheme that encodes 95 specified characters, including the upper and lower case letters of the English alphabet and the numbers 0 thorough 9, basic punctuation symbols and a space.

“gTLD” means generic top level domain. <.bloomberg> is a gTLD.

“ICANN” means the Internet Corporation for Assigned Names and Numbers, which is responsible for the coordination and maintenance of the Domain Name system.

“Domain Name System” or “DNS” means the system by which public Internet domain names and addresses are tracked and regulated.

“Identical Match” means a domain name that comprises or includes the identical textual elements of a TMCH-validated mark, including marks that, but for the following differences, qualify as identical: (a) spaces contained within a mark are replaced by hyphens or omitted; (b) special characters within a mark are spelled out with appropriate words (e.g., “@” or “&”); (c) punctuation or special characters in a mark that cannot be included in a second-level domain name are (i) omitted or (ii) replaced by a hyphen; and (d) the domain name is a plural of the mark.

“Internationalized Domain Name” means an Internet domain name containing language-specific script or alphabet that are stored in the Domain Name System as ASCII strings using Punycode transcription.

“Name Collision” describes the circumstance where an attempt to reach a private domain namespace resolves unintentionally to a domain name on the public Domain Name System.

“Registrar” means CSC, the ICANN-accredited registrar through which Domains are registered.

“Registry Agreement” means the agreement between BIP and ICANN that permits BIP to operate the Registry.

“Registry Services Provider” means Verisign, the entity providing back-end technical and operational services for the Registry.

“Reserved Names” means Domains that are unavailable for registration because they have been reserved.

“Top Level Domain” means the final characters after the dot in a domain name; in the case of “nic.bloomberg,” the Top Level Domain is “bloomberg.”

“TMCH” means Trademark Clearinghouse, the central storage repository, currently run by Deloitte Touche Tohmatsu Limited, of validated (authenticated) trademark rights-related data and information for dissemination with respect to trade mark rights protection mechanisms and other registry-related services mandated by ICANN and.

## String Requirements

Registrar will not register a Domain unless it meets the applicable requirements set forth in the Registry Agreement, Specification 6, including that the Domain:

- is not be a Reserved Name;
- is available for registration;
- meets all technical protocols required by BIP;
- is at least 1 character and no more than 63 characters long;
- contains only letters (a-z), numbers (0-9) and hyphens or a combination of these;
- starts and ends with an alphanumeric character;
- does not include hyphens, except where two consecutive hyphens (-) are used in the 3rd and 4th positions, preceded by a valid Internationalized Domain Name in ASCII encoding (e.g., xn--ndk061n);
- if ASCII, consists exclusively of the letters A-Z, the numbers 0-9, and hyphens; and
- if non-ASCII (e.g., IDN), consists of language scripts offered by the Registry and not exceeding 63 characters.

## Reserved Names

Registrar may reserve, and not allow the registration of any labels that appear on or are referenced by the Schedule of Reserved Names set forth in Specification 5 of the Registry Agreement. However, BIP may propose the release of these reservations, subject to review by ICANN’s Governmental Advisory Committee and approval by ICANN.

Terms reserved from registration include terms prohibited from third-party registration by ICANN, as provided in the Registry Agreement, which include the terms “example,” “www,” “rdds,” “whois” and “nic” at all levels, which at BIP’s discretion will be allocated for Registry use.

## Name Collision

If a Domain is identified by ICANN as a potential Name Collision risk, pursuant to BIP’s rights and responsibilities under the Registry Agreement, Specification 6, §6, BIP reserves the right to take all steps necessary to resolve the conflict, including the blocking of any affected Domain.

## Acceptable Use

The Registry is intended to function as an online platform for the BP and BLP brands and, as such, the registration of Domains must support the goals and missions of BP and BLP and their brands. Accordingly, no Domain may be used in a manner that:

- infringes third-party rights;
- violates applicable laws, government rules or requirements;
- furthers illegal or fraudulent actions, including spam or phishing activities; or
- defames or criticizes BIP, BP or BLP or their respective businesses, principals, partners, affiliates, employees, or agents; or
- promotes (i) illegal devices or substances, (ii) adult-oriented images or programming, (iii) tobacco products, (iv) wagering or gambling, (v) services such as astrology, psychic consulting or dating services that may bring BIP, BP or BLP into disrepute.

BIP may monitor the use of Domains to ensure that websites reached through these Domains further the interests of BIP, BP and BLP. Failure to comply with these Policies may result in the transfer, suspension or cancellation of a Domain. BIP reserves the right to make any necessary changes to a Domain registration in the event of breach of these Policies.

## Reservation of Rights

All copyrights, trademarks, service marks and other intellectual property rights in the “bloomberg” element of any Domain belong to BP, BLP and their affiliates, along with the goodwill of the business related thereto and all use of such elements shall inure solely to the benefit of the BP, BLP and their affiliates. By applying to register a Domain, you grant BIP and its affiliates and service providers a non-exclusive, royalty-free, worldwide, perpetual, irrevocable license to use, reproduce, distribute and publicly display any of your intellectual property rights in that Domain in any manner reasonably required in connection with these Policies.

## Rapid Takedown Process

In furtherance of BIP’s efforts to prevent abuse, where it appears that a Domain is being used to threaten the stability or security of the Registry or as part of an investigation by law enforcement, BIP may, on its own initiative or at the request of a third party, initiate the rapid takedown process. In the event a rapid takedown process is initiated, BIP may ask the Registrar for its cooperation in taking down the subject Domain (by locking or suspending the Domain, or placing it on hold or deleting it), unless a compelling argument is provided by the Registrar to BIP for the Domain to remain in the zone. In either event, if the Registrar does not react within 12 hours of BIP’s request, BIP may place the subject domain name on “ServerHold” or any other status it deems necessary or appropriate. If BIP determines that the Domain is being used to threaten the stability or security of the Registry or the subject of investigation by law enforcement, BIP reserves the right immediately to remove the subject Domain from the zone, in which case BIP will inform the Registrar of such action.

## Abuse Prevention and Mitigation

BIP will not tolerate abusive or malicious conduct in the Registry (including, but not limited to illegal or fraudulent actions, spam, phishing, pharming, distribution of malware, malicious fast flux hosting, botnets, distribution of illegal child sexual images, or online sale or distribution of illegal items). In addition to any monitoring BIP may undertake to prevent abusive or malicious conduct, BIP has established an Abuse

Point of Contact for handling complaints or concerns related to any such conduct, which shall also include investigation of and a response to reports from law enforcement and governmental and quasi-governmental agencies of illegal conduct in connection with use of the Registry. In the event of any suspected abusive or malicious conduct or a violation of the Policies or any applicable laws, BIP may suspend or lock a Domain pending resolution of such suspected violation. BIP may also initiate a rapid takedown process to handle such complaints or suspected violations. While respecting privacy and confidentiality, BIP may periodically conduct technical analyses to assess whether Domains are being used to perpetrate security threats. If BIP identifies security risks that pose any risk of harm, it will notify the Registrar and, if the Registrar does not take immediate action, BIP may suspend the Domain until the matter is resolved. BIP or its delegate may remove orphan glue records (see [www.icann.org/en/committees/security/sac048.pdf](http://www.icann.org/en/committees/security/sac048.pdf)) when provided with written evidence that such records are present in connection with malicious conduct.

## **Abuse Point of Contact**

Inquiries from law enforcement or the general public related to alleged abusive or malicious conduct in the Registry should be directed to the Abuse Point of Contact. Complaints may also concern WHOIS information accuracy, or concerns that a Domain is being used to facilitate or promote malware, operation of botnets, phishing, piracy, trademark or copyright infringement, fraudulent or deceptive practices, counterfeiting or otherwise to engage in activity contrary to applicable law. The Abuse Point of Contact can be reached by email at:

Abuse Manager  
2711 Centerville Road Suite 400  
Wilmington, DE 19808 USA  
[ngtld-abuse@cscinfo.com](mailto:ngtld-abuse@cscinfo.com)

## **Dispute Resolution**

BIP will comply with all dispute resolution mechanisms as defined in the Registry Agreement Specification 7, Article 2, as revised from time to time by ICANN consensus policies and procedures. Registrants of Domains hereby agree to be bound by all applicable domain name dispute policies, as outlined in these Policies. These dispute mechanisms include, but are not limited to the:

- Trademark Post-Delegation Dispute Resolution Procedure (“[PDDRP](#)”);
- Uniform Rapid Suspension system (“[URS](#)”), set forth at <http://newgtlds.icann.org/en/applicants/urs>; and
- Uniform Domain Name Dispute Resolution Policy, set forth at <https://www.icann.org/resources/pages/policy-2012-02-25-en> (“[UDRP](#)”).