

امارات. (dotEmarat) Domain Name Guide

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Part One: امارات. (dotEmarat) Domain Name Policy

1. Two forms of امارات. (dotEmarat) Domain Names

Domain Names in the Arabic script under امارات. (dotEmarat) Arabic ccTLD has two forms of presence: a U-Label Form (“User Form”) and a corresponding ALabel Form (“DNS Form”).

The User Form of the Domain Name must:

- be in Unicode Normalisation Form C (NFC);
- consist only of Unicode Code Points present in the Tables of Allowed Letters, Numbers and Special Characters defined in Appendix A;
- not begin with a digit (English ASCII or Arabic digits);
- not contain both English ASCII AND Arabic digits;
- neither begin with nor end with a dash;
- not contain a dash in the third and fourth positions;
- not include a space

The DNS Form of the Domain Name must:

- have a no more than a maximum of 63 characters in each label;
- be the ASCII Compatible Encoding equivalent of a valid User Form as described above. This label will:
 - i. use the English ASCII character set and may contain letters (i.e., a-z), digits (i.e. 0-9) and dash (-) or a combination of these;
 - ii. begin with a letter or a digit and end with a letter or a digit;
 - iii. neither begin with, nor end with a dash;
 - iv. not include a space (e.g. xn--mg bh0fb.xn--mgbam7a8h); and
 - v. must start with xn--.

In the case where only one of the forms is requested, then its corresponding form will be determined automatically by the .aeDA Domain Name Registry System, and both forms must meet the requirements set above.

2. امارات. (dotEmarat) Domain Name Variants

The purpose of امارات. (dotEmarat) Arabic Domain Name Variants is to alleviate confusion that may be caused by Arabic Characters that are similar to one another.

It is the intent of امارات. (dotEmarat) Arabic Domain Name Variants that if the Variant is substituted for the امارات. (dotEmarat) Arabic Domain Name by a user, the same end result would be achieved.

The Variants (if any) will be associated with the Primary امارات. (dotEmarat) Arabic Domain Name for the term of the Domain Name Licence Period.

Variants are determined according to Active Variant Tables and Blocked Variant Tables as in Appendix A.

If Variants (if any) associated with the Primary امارات. (dotEmarat) Arabic Domain Name they will have the same Domain Name Record as the Primary امارات. (dotEmarat) Arabic Domain Name.

By default all امارات. (dotEmarat) Arabic Domain Name Variants are not active at the time of Registration of the Primary امارات. (dotEmarat) Arabic Domain Name. Furthermore, inactive Variants are blocked from registration.

Automatic activation of امارات. (dotEmarat) Arabic Domain Name Variants:

The .aeDA will automatically activate امارات. (dotEmarat) Arabic Domain Name Variants for the Registrant at the time of Registration. The combination of امارات. (dotEmarat) Arabic Domain Name Variants activated will be based on the equivalent Characters listed in the Active Variants Table of Appendix A.

Manual Activation of امارات. (dotEmarat) Arabic Domain Name Variants:

Variants may be activated upon request of Registrant at anytime during the Domain Name Licence Period.

Variants will be activated by the Registrants Sponsoring Registrar.

Only Variants that conform to the composition requirements may be activated.

The maximum number of Active Variant امارات. (dotEmarat) Arabic Domain Names must not exceed five (5) in total.

Requests to activate two (2) or more امارات. (dotEmarat) Arabic Domain Names Variants may be subject to review by the .aeDA.

For example: by Registering domain A, the Registrant may request to activate Variant 1. The remaining inactive Variants will remain blocked from Registration and can be activate upon Registrant request.

Provisioning of امارات. (dotEmarat) Arabic Domain Name Variants:

It is the Registrant's responsibility to ensure that any details required to ensure the correct operation of the Active Variants of the امارات. (dotEmarat) Arabic Domain Name are in place.

Active Variants must not be managed independently of the Primary امارات. (dotEmarat) Arabic Domain Name, either in the DNS or by any other means.

Registrants of امارات. (dotEmarat) Arabic Domain Names may not sell, rent, lease or otherwise relinquish control of to another party, any Active Variant to their امارات. (dotEmarat) Arabic Domain Name.

A امارات. (dotEmarat) Arabic Domain Name Variant may be added or removed at any time by the .aeDA at its sole discretion.

2. Eligibility Requirements for امارات. (dotEmarat)

Unrestricted Zone

Any Domain Name Registered immediately under the امارات. (dotEmarat) Arabic ccTLD is a Domain Name Registered in the Unrestricted Zone.

For Registration of Domain Names under the امارات. (dotEmarat) Arabic ccTLD, applicants are not required to provide any documentary evidence, nor meet any requirement other than those mentioned above, and as stated in the Registrant Warranties Policy.

Restricted Zones

The .aeDA may reserve a number of 2LDs for use in registering 3LDs that reside within a particular type or class, or for a particular purpose. These 2LDs are collectively known as Restricted Zones.

There are no امارات. (dotEmarat) Arabic ccTLD Restricted Zones at this time.

امارات. (dotEmarat) Launch Plan

1. Overview of امارات. (dotEmarat) Launch Phases

- **Phase 1 Government Period:**

when defined Government Entities can apply for a امارات. (dotEmarat) Arabic Domain Name.

- **Phase 2 Sunrise Period:**

when holders of Eligible Trademarks can apply for a corresponding امارات. (dotEmarat) Arabic Domain Name.

- **Phase 3 Landrush Period:**

when subject to .aeDA Policy, any Applicant may apply for a امارات. (dotEmarat) Arabic Domain Name that was not previously allocated during any of the preceding stages.

- **Phase 4 General Availability:**

when امارات. (dotEmarat) Arabic Domain Name not already allocated are available on a First-Come, First Serve basis.

2. Sunrise Period

2.1 Eligibility Requirements:

During the Sunrise Period **holders of Trademarks that have obtained a registered status in their respective country or region on or before 1/May/2010** may apply for a corresponding امارات. (dotEmarat) Arabic Domain Name.

2.1.1 Eligible Applicants

Only the registered owners, licensees or assignees of Eligible Trademarks.

Each Applicant is obliged to indicate its capacity in the respective Application, where the applicant is not the registered owner of the Trademark. Evidence must be provided that the Applicant is licensed, by the registered holder, to use the Trademark.

2.1.2 Eligible Trademarks

An "Eligible Trademark" is a Trademark that:

has been registered, with a competent public authority or intergovernmental organisation as detailed in the Application form; and

was registered on or before 1/May/2010;

2.1.3 Syntax Requirements

If an Eligible Trademark is in Arabic script, the applied امارات (dotEmarat) Arabic Domain Name must be:

- i. an exact match to the Trademark, or
- ii. part of the Trademark where it is not a generic word in aeDA's opinion, or
- iii. a combination of (i) or (ii) with the one of the following:
 - a. name of the Trademark owner or
 - b. one of products or services protected by the Trademark registration

Where an Eligible Trademark is in other scripts, the Arabic transliteration of the Trademark is applied to the syntax requirements specified above.

2.2 Sunrise Application Process

Sunrise Applications must be submitted to the aeDA through an Accredited Registrar.

Applications will be evaluated by the aeDA as well as the Validation Agent in accordance with Trademark Validation and Technical validation.

Once the Sunrise Period concludes, the aeDA will notify the Accredited Registrars about the status of the Applications submitted during this period. Only امارات (dotEmarat) Arabic Domain Names that have met all the requirements of all aeDA Policy documents will be registered.

If more than one Applicant has submitted an Application during the Sunrise Period for the same or Variant of امارات (dotEmarat) Arabic Domain Name, such Domain Name will be allocated using the process set out in Clause 2.5.

2.3 Sunrise Required Information

The aeDA requires the submission of the following information at the time of application for a امارات (dotEmarat) Arabic Domain Name. The information includes certain Documentary Evidence to support that Application:

- 1. Applicant contact details**
- 2. Copy of registration certificate.**
- 3. Trademark Name.**
- 4. Trademark Arabic/English transliteration.**
- 5. Registration country.**
- 6. Trademark registration date**
- 7. Trademark registration number**
- 8. Class no.**
- 9. Nature of entitlement: (owner, co-owner, assignee)**

2.4 The Validation Agent and validation Process

The Validation Agent will be appointed by the aeDA to perform validation of the Trademark (or other rights) asserted in support of Applications for امارات (dotEmarat) Arabic Domain Names received during the Sunrise Period.

The Validation Agent will review all documentation and other evidence, including but not limited to Trademark registration numbers, and licensing agreements, submitted by the Applicant to support Applications received during the Sunrise Period and may request additional documentation or other evidence as required in order to establish that the Applicant has verifiable rights to the امارات. (dotEmarat) Arabic Domain Name for which they have applied.

2.4.1 Trademark Validation Process

The Validation Agent will examine the Application and the required information provided to verify an Applicant's eligibility for the امارات. (dotEmarat) Arabic Domain Name.

Where the Validation Agent has rejected an Application for a امارات. (dotEmarat) Arabic Domain Name received during the Sunrise Period, on the basis that the Validation Agent was unable or require further information to establish verifiable right of the Applicant, the Applicant will be informed and he may submit further documentations **by no later than 14 days after the end of Sunrise Period**. Following the submission of further documentations, if the Validation Agent was unable to establish verifiable right of the Applicant, the Application will be rejected and the Applicant may submit a new Application.

2.4.2 Technical Validation

All Applications for امارات. (dotEmarat) Arabic Domain Names will be technically assessed to ensure that the Domain Name applied for meets the technical requirements of the .aeDA Registry System.

Where the Application does not meet the technical requirements, the .aeDA Registry System will reject the Application.

2.5 Allocation of Domain Names during Sunrise Period

Where two or more validated Applications are received for a particular امارات. (dotEmarat) Arabic Domain Name during the Sunrise Period, the successful Applicant will be chosen based on the following priority list:

- Trademarks registered in the Arabic script by a UAE Government Entity;
- Trademarks registered in the Arabic script in the UAE;
- Trademarks registered in the Arabic script in other jurisdictions;
- Trademarks registered in other scripts in the UAE;
- Trademarks registered in other scripts in other member states of the League of Arab States.

e.g. If two validated Applications are received for the same امارات. (dotEmarat) Arabic Domain Name; and

- *Applicant A has an Arabic script Trademark registered in the United Arab Emirates;*
- *Applicant B has an Arabic script Trademark registered in another jurisdiction; then*
- *the Domain Name should be registered in favour of Applicant A.*

Where two or more validated Applications are received for a امارات. (dotEmarat) Arabic Domain Name during the Sunrise Period, and the basis for at least two of the Applications are of equal priority, and there is no other Application of higher priority, the allocation of the Domain Name will be conducted by Auction.

Only the Applicants whose Applications are of equal and highest priority will be allowed to participate in the Auction. Any Applicant for the امارات. (dotEmarat) Arabic Domain Name with a validated Application of lower priority will be excluded from the Auction.

e.g. If there are three validated Applications received for the same امارات. (dotEmarat) Arabic Domain Name; and

- Applicants A & B have Arabic script Trademarks registered outside the United Arab Emirates;
- Applicant C has a Trademark registered in another script in the United Arab Emirates; then the Domain Name would be allocated by Auction, contested by Applicants A & B.

2.6 Sunrise Auctions

Where an Auction is required for the allocation of a امارات. (dotEmarat) Arabic Domain Name during the Sunrise Period, the Applicants that are eligible to contest the Auction will be notified at least 5 Business Days prior to the commencement of the Auction.

Details of all eligible Applicants and the basis for their eligibility will be sent to each of the eligible Contestants.

Should a Contestant dispute the eligibility of a competing Contestant for a particular Auction, then the Contestant must state the basis for the dispute to .aeDA prior to the commencement of the Auction.

The Contestant that challenges the eligibility of a competing Contestant shall have the burden of proving the validity of its challenge before a competent tribunal.

In the event of dispute to the eligibility of a Contestant, the .aeDA shall suspend the Auction process until the dispute is resolved by a competent tribunal.

2.6.1 Sunrise Auction Process

Auctions will be conducted using the 'English-style' open ascending Auction model. The Contestants for each Auction will be able to submit bids, with each new bid being higher than the previous bid.

Each Contestant in an Auction will be able to view the other bids being placed.

The Auction will complete when no Contestant is willing to submit a higher bid, and the winner of the Auction will be the Contestant with the highest bid at that point in time. The امارات. (dotEmarat) Arabic Domain Name will then be registered in favour of the winner of Auction, subject to the payment of all applicable fees and charges.

Should an eligible Contestant wish to withdraw from an Auction, they should notify the .aeDA at least one day prior to the commencement of the Auction.

If a withdrawal leaves only one eligible Contestant, the Auction will be cancelled and the Domain Name will be allocated in favour of the remaining Contestant. Fees will apply in order to register امارات. (dotEmarat) Arabic Domain Name.

Where an Auction is conducted and no bids are received during the time allocated for that Auction, the Domain Name will be allocated in favour of the Contestant who have Applied first on the highest

priority. The other Contestants will be deemed to have withdrawn their Applications for the امارات (dotEmarat) Arabic Domain Name.

All bids placed during the Auction process will be legally binding agreements to enter into a Domain Name Licence for the امارات (dotEmarat) Arabic Domain Name, and to make payment of the price of the maximum bid placed by the Contestant. Bids may not be retracted or cancelled.

Contestants that do not pay all fees due, within 7 Business Days will be deemed to have withdrawn their Application for the Domain Name. The .aeDA will then conduct a new Auction, allocate the امارات (dotEmarat) Arabic Domain Names to the next highest priority Applicant, or release the name for Registration, as deemed appropriate by .aeDA from time to time.

The .aeDA reserves the right to exclude any Contestants that do not pay all fees due within the allocated time from further participation in the Sunrise Period and the Landrush Period.

Full details of the Auction process will be provided to all eligible Contestants prior to the commencement of each Auction.

3. Landrush Period

During the Landrush Period all Applicants shall be allowed to submit an Application for any امارات (dotEmarat) Arabic Domain Name that has not been reserved, registered or awarded by the .aeDA at that point in time, and which meets all the requirements mentioned in this Policy or any other .aeDA Policy.

The Landrush Period will consist of a defined period of time during which Applications can be submitted (the Landrush Application Period). The first-come, first-served principle will not apply to the Landrush Period. Therefore, all Applications will be treated as though they had been received at the same time.

3.1. Landrush Application Process

An Application filed by an Applicant during the Landrush Period may be submitted to the aeDA through an Accredited Registrar or any other mechanisms announced by the aeDA.

The Application will be evaluated by the aeDA in accordance with clause 4.2.

Once the Landrush Period concludes, the Applicant and the Accredited Registrar (if applicable), will be informed about the status of the Application.

For the purposes of the Landrush Period the .aeDA will only Register in the Registry System, امارات (dotEmarat) Arabic Domain Names that have met all the requirements of this and other .aeDA Policy documents.

3.2 Technical Validation

All Applications for امارات (dotEmarat) Arabic Domain Names will be technically assessed to ensure that the Domain Name applied for meets the technical requirements of the .aeDA Registry System.

Where the Application does not meet the technical requirements, the .aeDA Registry System will reject the Application.

3.3 Allocation of Domain Names during Landrush Period

Once the Landrush Application Period has finished, Domain Names applied for during this time will be allocated in the following manner:

Where only one Application for a امارات. (dotEmarat) Arabic Domain Name is received during the Landrush Period; the Domain Name will be registered to the Applicant at the completion of the Landrush Period.

Where two or more Applications for an identical or Variant of امارات. (dotEmarat) Arabic Domain Name are received during the Landrush Period; the Domain Name will be allocated by Auction.

3.4 Landrush Auction

Where an Auction is required for the allocation of a امارات. (dotEmarat) Arabic Domain Name during the Landrush Period, the Applicants that have applied for it will be notified **at least 5 Business Days** prior to the commencement of the Auction. However anyone will be eligible to participate in the Auction.

3.4.1 Landrush Auction Process

Auctions will be conducted using the 'English-style' open ascending Auction model. The Contestants for each Auction will be able to submit bids, with each new bid being higher than the previous bid;

Each Contestant in an Auction will be able to view the other bids being placed;

The Auction will complete when no Contestant is willing to submit a higher bid, and the winner of the Auction will be the Contestant with the highest bid at that point in time. The Domain Name will then be registered in favour of the winner of the Auction, subject to the payment of all applicable fees and charges;

Should a Contestant wish to withdraw from an Auction, they shall notify the .aeDA at least one day prior to the commencement of the Auction;

If a withdrawal leaves only one eligible Contestant, the Auction will be cancelled and the امارات. (dotEmarat) Arabic Domain Name will be registered in favour of the remaining eligible Contestant subject to payment of Fees.

Where an Auction is conducted and no bids are received during the time allocated for that Auction, the Contestants will be deemed to have withdrawn their Applications for the Domain Name and the Domain Name will be made available for Registration during subsequent launch phases;

All bids placed during the Auction process will be legally binding agreements to enter into a Domain Name Licence for the امارات. (dotEmarat) Arabic Domain Name and to make payment of the price of the maximum bid placed by the Contestant. Bids may not be retracted or cancelled;

Contestants that do not pay all fees due, within 7 Business Days will be deemed to have withdrawn their Application for the Domain Name. The .aeDA will then conduct a new Auction, allocate the امارات. (dotEmarat) Arabic Domain Names to the next highest priority Applicant, or release the name for Registration, as deemed appropriate by .aeDA from time to time;

The .aeDA reserves the right to exclude any Contestants that do not pay all fees due within the allocated time from further participation in the Landrush Period;

Full details of the Auction process will be provided to eligible Contestants prior to the commencement of each Auction.

4. General Availability

The General Availability period for امارات. (dotEmarat) Arabic Domain Names will commence after the conclusion of the preceding launch phases at a time determined by .aeDA.

Applicants will be entitled to apply for any امارات. (dotEmarat) Arabic Domain Name that has not been allocated in preceding launch phases, subject to meeting the requirements of this or any other Policy or associated technical guidelines issued by the .aeDA from time to time.

At the commencement of this phase امارات. (dotEmarat) Arabic Domain Names will be available on a First-Come, First-Serve Basis, subject to this or any other .aeDA Policy and any associated technical guidelines.

5. Domain Name Licence

5.1 Initial Registration:

The initial Domain Name Licence period for امارات. (dotEmarat) Arabic Domain Names Registered during the Government Period, Sunrise Period and the Landrush Period will be subject to the following:

All امارات. (dotEmarat) Arabic Domain Names Registered during the Government Period will have an initial Domain Name Licence Period of one year;

All امارات. (dotEmarat) Arabic Domain Names Registered during the Sunrise Period will have an initial Domain Name Licence Period of two years; and

All Applications for امارات. (dotEmarat) Arabic Domain Names during the Landrush Period will have an initial Domain Name Licence Period of two years.

All Applications for امارات. (dotEmarat) Arabic Domain Names Registered during General Availability may be Registered or renewed or either one, two, three, four or five years, in accordance with the .aeDA's Policies.

5.2 Renewal Domain Name Licence Period: one, two, three, four or five years

6. Reserved Domain Names

The .aeDA will prevent the Registration of certain امارات. (dotEmarat) Arabic Domain Names. Details of the .aeDA's Reserved List can be found in the Reserved Names Policy.

Each Application for a امارات. (dotEmarat) Arabic Domain Name is verified against this list.

The .aeDA will reject any Application for a امارات. (dotEmarat) Arabic Domain Name that is:

- 9.3.1. on the Reserved List;
- 9.3.2. is a Premium امارات. (dotEmarat) Arabic Domain Names; and
- 9.3.3. is already Registered in the .aeDA Registry System.

The .aeDA may Register at any time, including during the Sunrise Period and Landrush Period امارات. (dotEmarat) Arabic Domain Names that are:

- to promote the use of the امارات. (dotEmarat) Arabic Domain Name;
- for the technical operation of the امارات. (dotEmarat) Arabic Domain Name;
- are names of Governmental Organisations of the United Arab Emirates;
- a Premium امارات. (dotEmarat) Arabic Domain Name; and are on the Reserved List.

7. Premium Domain Names

Premium امارات. (dotEmarat) Arabic Domain Names are those امارات. (dotEmarat) Arabic Domain Names

which shall not be available for Registration except in accordance with Section 8.2 and Section 8.3.

by the .aeDA which, in the determination of the .aeDA, are commonly used or dictionary words and/or phrases.

which may also be single characters, as determined the .aeDA.

7.1 Premium Domain Names during the Sunrise Period

In its sole discretion the .aeDA may, where a Premium امارات. (dotEmarat) Arabic Domain Name corresponds to an Eligible Trademark; allow the owner, licensee or assignee of such registered Trademark to submit an Application for that امارات. (dotEmarat) Arabic Domain Name during the Sunrise Period, however the Applicant must meet the requirements of Sunrise Eligibility Rules.

7.2 Further Allocation of Premium Domain Names

Premium امارات. (dotEmarat) Arabic Domain Name will be reserved by the .aeDA and may be offered to the public via an Auction process or at a price as determined by the .aeDA.

8. Fees for امارات. (dotEmarat) Arabic Domain Names

Details for the collection and distribution of Sunrise and Landrush fees will be announced by the aeDA to the Registrars and other involved parties.

8.1. Sunrise fees

Applications for امارات. (dotEmarat) Arabic Domain Names submitted during the Sunrise Period will incur the following fees:

Administrative Fee – non-refundable and payable at the time of submission of Application;
and

Registration fee – applicable only to successful Applications, this fee is payable at the time of allocation of the Domain Name.

In the event the allocation process for a امارات. (dotEmarat) Arabic Domain Name includes an Auction, the total Registration fee to the Applicant for that Domain Name will be the amount of the winning bid of that Auction.

8.2. Landrush Fees

Applications for امارات. (dotEmarat) Arabic Domain Names submitted during the Landrush Period will incur the following fees:

Registration fee – applicable only to successful Applications, this fee is payable at the time of allocation of the امارات. (dotEmarat) Arabic Domain Name.

In the event the allocation process for a Domain Name includes an Auction, the total Registration fee to the Applicant for that Domain Name will be the amount of the winning bid of that Auction.

9. Acceptance of Applications

- The .aeDA may accept or reject امارات. (dotEmarat) Arabic Domain Name Application at its sole discretion.
- The .aeDA reserves the right to revoke or cancel a امارات. (dotEmarat) Arabic Domain Name Registered in the .aeDA's Registry System.
- Applicants will be required to expressly acknowledge and accept that the .aeDA shall be entitled to accept or reject an Application and/or to delete, revoke, cancel or Transfer a امارات. (dotEmarat) Arabic Domain Name where:
 - the Application does not contain complete and accurate information as described in this Policy, or is not in compliance with any other provision of the .aeDA's Policies; or
 - the .aeDA is protecting the integrity and stability of the .aeDA Registry System; or
 - the .aeDA is to comply with any applicable laws, regulations, resolutions of the United Arab Emirates and/or any decision by a competent authority including decisions made under the .aeDA's Dispute Resolution Policy;
 - it is to avoid any liability on behalf of the .aeDA, including their respective affiliates, directors, officers, employees, subcontractors and/or agents; or
 - It is a امارات. (dotEmarat) Arabic Domain Name that has been reserved by the .aeDA for any purpose.