

# .JMP

## Registration Policy

### **Purpose**

The mission and purpose of the .JMP gTLD is to serve as a trusted, hierarchical, and intuitive namespace provided by Matrix IP LLC (“Registry Operator”) for use by SAS Institute Inc. (“SAS”), its qualified Affiliates and Trademark Licensees. Registry Operator, a wholly owned subsidiary of SAS, filed the application for the .JMP gTLD and will be responsible for operating the .JMP gTLD.

### **Registration Policy**

Only Registry Operator and certain of its qualified Affiliates and Trademark Licensees will be allowed to register second-level domain names in the .JMP gTLD. Registry Operator, in consultation with the Brands, will develop an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register or control the DNS associated with domain names at any level in .JMP. All registrations will be managed by the Registry Operator in accordance with the process and policies developed in consultation with the Brands, and subject to applicable laws and terms, conditions and policies set forth by ICANN.

Registry Operator will review all requests for the creation of second-level domain names to ensure that each name complies with internal policies governing the registration of .JMP domain names, including without limitation this Registration Policy. Additionally, Registry Operator will periodically conduct reviews of each second-level domain name to ensure compliance with the terms of the .JMP Registry Agreement, as well as with ICANN Temporary and Consensus Policies.

Please note that Registry Operator may amend or modify this Registration Policy from time to time. Any amendments or modifications to this Registration Policy shall be effective thirty (30) days after the initial date of posting such amendments or modifications on Registry Operator’s website and such amendments shall be binding upon all affected parties, including without limitation, domain name registrants, registrars, and ICANN.

### **Definitions**

For the purposes of this proposed Registration Policy, Registry Operator utilizes the following definitions\*:

Affiliate – Affiliate means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified.

Control – Control (including the terms “controlled by” and “under common control with”) means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit management or otherwise.

Trademark Licensee – Trademark Licensee means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .BRAND TLD string operated by Registry Operator, where:

- (i) such license is valid under applicable law;
- (ii) such license is for the use of such trademark in the regular course of that entity's business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD;
- (iii) such trademark is used continuously in that entity's business throughout the Term of the agreement between Registry Operator and Licensee; and
- (iv) the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration.

\*Definitions for "Affiliate" and "Control" are taken from Section 2.9(c) of the Registry Agreement. The definition of "Trademark Licensee" is taken from Section 6.2 of Specification 13 of the Registry Agreement.