



## **.LUXURY ANTI-COUNTERFEITING PROCEDURE**

**Consumers trust they can always buy with confidence on .LUXURY websites.**

**Products offered for sale by websites with .LUXURY domain names must be authentic. The sale of counterfeit products, including any products that have been illegally replicated, reproduced, or manufactured, is strictly prohibited.** The manufacture and sale of counterfeit products is widely recognized by the United States and its trading partners as a crime involving the theft or infringement of intellectual property rights, including patents, trade, service and certification marks, and copyrights.

There are more than economic losses that result from trafficking in counterfeit goods, including injury to the reputation of the rights-holder who has made a substantial investment in the quality of its product and brand, and also to the deceived consumer, especially when their health and safety is impacted. Moreover, governments face lost tax revenue, counterfeit goods are often manufactured in sub-standard work environments, and their proceeds have been found to support criminal enterprises.

At .LUXURY we take product authenticity very seriously. It is the responsibility of each .LUXURY website owner to source and sell only authentic products. If a .LUXURY domain name is used to sell counterfeit goods, we may suspend, terminate or transfer that domain name registration without reimbursement in accordance with the .LUXURY Acceptable Use and Takedown Policy and the various Procedures associated with it.

We are constantly innovating on behalf of our registrants, the members of the .LUXURY Community, and we are working with brands, manufacturers, content owners, vendors, and sellers to improve the ways we detect and prevent counterfeit products from reaching our namespace. We work hard on this issue because we know that our customers trust that they are buying authentic products when they shop on a .LUXURY website. We also encourage anyone who has a product authenticity concern to notify us at [abuse@join.luxury](mailto:abuse@join.luxury). Upon receipt, we will investigate the matter thoroughly and take any appropriate actions.

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The .LUXURY Registry will accept formal written complaints from third-parties ("Complainants") alleging impermissible registrations and/or the occurrence of prohibited actions under .LUXURY's Acceptable Use Policy or other relevant law or policy or procedure, including without limitation the sale of counterfeit goods, by websites hosted on .LUXURY domain names.

1. Complaints should be submitted to the .LUXURY Registry through the [abuse@join.luxury](mailto:abuse@join.luxury) channel and will be resolved in accordance with this procedure, and all other published .LUXURY and ICANN policies.

2. Complaints must set forth facts showing that:

I. The Complainant holds a valid registration in the trademark or service mark on which the complaint is based (the "Mark"); and

II. The Mark is used in commerce; and

III. A website hosted on a .LUXURY domain name (the "Website") sells, solicits or offers for sale counterfeit goods that embody or bear the Mark or other indicia confusingly similar to the Mark, including without limitation trade dress; or

IV. A website hosted on a .LUXURY domain name (the "Website") displays without authorization the Mark or other indicia confusingly similar to the Mark, including without limitation trade dress, in connection with the sale, solicitation or offer for sale of unauthorized goods or services.

3. Responses

I. Upon receiving a complaint, .LUXURY will provide the Registrant with electronic notice of the complaint, via email to Registrant Email address listed in the WHOIS records.

II. Within ten (10) days of the date on which .LUXURY provides electronic notice, the Registrant may submit a response to the complaint.

4. Evaluation

I. .LUXURY may, in its discretion, directly contact the Registrant and/or the Complainant to ascertain the full scope of the alleged abuse.

II. .LUXURY will perform an assessment of the facts comprising the gravamen of the complaint and any relevant defenses.

5. Remedies

I. Should .LUXURY determine that the registration and/or use of the Domain violates this policy, the Acceptable Use and Takedown Policy, or other .LUXURY or ICANN policies or procedures, the .LUXURY Registry, in its sole discretion, may:

A. Direct the sponsoring registrar to transfer the Domain to Complainant; or

B. Cancel the registration and delete the Domain in its entirety; or

C. Place the Domain on hold; and

D. Fashion whatever other equitable remedy the .LUXURY Registry determines to be appropriate in the circumstances.