



LANDRUSH POLICY

The Landrush Policy (“Policy”) of Luxury Partners LLC (the “Registry”) is to be read together with the Registration Agreement and words and phrases used in this Policy shall have the same meaning attributed to them in the Registration Agreement unless otherwise specified or the context clearly otherwise requires.

Please note that the Registry may modify this Policy from time to time in order to comply with applicable laws and terms and conditions set forth by ICANN and/or the Registry. Any revisions or modifications to this Policy shall be effective thirty (30) days after the initial date of posting such revisions or modifications on the Registry’s website and such amendments shall be binding upon the domain name registrant.

Landrush Overview

Landrush is a limited-time opportunity for those who don’t qualify for Sunrise, but want to secure a valued .LUXURY domain name, and avoid first come, first served General Availability. Landrush is open to members of the general public and there are no qualification requirements needed to participate in this phase.

Landrush will run for approximately thirty (30) days, immediately following the conclusion of the Sunrise period. During this limited period, anyone may apply for .LUXURY domain names, as an expression of interest. This phase is designed to offer any potential registrant the opportunity to obtain a desired domain name.

At the end of the Landrush period, those .LUXURY domain names with a single eligible applicant will be automatically allocated to such sole applicant. However, those .LUXURY domain names with more than one eligible applicant will proceed to a closed auction between the competing parties.

Scope and Eligibility

You may submit applications, in the form provided by registrars, for any available .LUXURY domain names, meaning domain names that have not been reserved, restricted, registered, awarded, or otherwise allocated prior to commencement of the Landrush period. As part of the Landrush application, the Registry may request certain information about you, including without limitation, name and contact information.

In order to be eligible to register .LUXURY domain names during Landrush, you must, identify your desired domain name, submit a complete application, and remit the application fee and registration fee, as more fully described below, within the specified Landrush time frame.



Allocation

The Landrush available names will be allocated as follows:

(a) At the end of the Landrush period, the Registry will approve Landrush applications for an available name submitted by an eligible applicant that is the only applicant in the Landrush process to request the specified domain name;

(b) At the end of the Landrush period, if more than one Landrush application is received for the same available name, the requests will be submitted to the Registry's third-party auction provider, who conduct an auction to determine which applicant will be permitted to register the contested .LUXURY domain name.

Domain names awarded to eligible uncontested applicants will be permitted to resolve following conclusion of the Landrush period, and concurrent with the launch of General Availability. Domain names awarded to the prevailing party in a Landrush Auction will be permitted to resolve pursuant to the auction rules, as more fully described below.

Fees

Fees that may be collected during Landrush include:

- Landrush domain registration fee – Varies per registrar
- Non-Refundable application fee – \$200
- Winning Auction bid

The renewal price for domain names registered during Landrush will match the Landrush domain registration fee. The Registry may adjust the renewal price with ninety (90) days' notice. You may renew the domain at the price of the Landrush domain registration fee during the ninety (90) day notice period.

Auctions

As mentioned above, if multiple applicants apply to register an identical domain name during Landrush, conflicting applications will be settled by an auction conducted by the Registry's third-party auction provider. However, you are not obliged to participate in an auction; instead, you may chose to withdraw your Landrush application or privately resolve the contending applications.

Starting bids for auctions will commence at the Landrush registration fee plus \$1 USD, with bid increments escalating over time. If bidders do not bid at least the Landrush registration fee plus \$1 USD, the domain name will not be awarded. The final auction price must be paid prior to allocation of the domain name.

For full auction rules see www.namejet.com.

.LUXURY

The outcome of any auction shall be deemed final and binding upon the parties. A party that either loses an auction or withdraws its Landrush application shall receive a refund of the Landrush domain registration fee. However, the application fee is non-refundable.