
Launch (dotEmarat) امارات. Policy

AEDA-POL-018

Version 1.0

Issue Date 22/09/2010



إدارة أسماء نطاق الانترنت
Domain Administration

The .ae Domain Administration –
.aeDA
PO Box 116688
Dubai,
United Arab Emirates (UAE)
www.aeda.ae

Document Information

Document Contact

Contact the following for details relating to this document:

Title	Policy Officer
Address	PO Box 116688, Dubai, UAE
Contact Number	+971.44288888
Email	policy@aeda.ae

Document Status

The status of the document:

Version	1.0
Effective Date	22/09/2010
Status	Current
Issue Date	22/09/2010

1. Interpretation and Definitions

- 1.1. Except where expressly provided otherwise in this Policy, all terms used in this Policy, and defined in the .aeDA's Common Definition Policy (as amended from time to time) will carry the meaning ascribed to them in that Common Definition Policy.
- 1.2. Except where the context otherwise requires, the following principles will apply in interpreting the terms and words used in this Policy:
 - 1.2.1. words importing the masculine, feminine or neuter gender include any of them, and the singular includes the plural and vice versa;
 - 1.2.2. clause or section headings are for ease of reference only and do not affect the meaning of this Policy;
 - 1.2.3. references to notice mean notice in writing;
 - 1.2.4. the Schedules and any appendices or annexures form part of this Policy;
 - 1.2.5. a reference to a Party includes its executors, administrators, successors and permitted assigns; and
 - 1.2.6. words and expressions importing natural persons include partnerships, bodies corporate, associations, governments, governmental and local authorities and agencies.
- 1.3. The following words where used in this Policy will have the meaning ascribed to them below;

“**امارات. (dotEmarat) Arabic Domain Name Application**” or “**Application**” means the application for the Registration of امارات. (dotEmarat) Domain Name made by an Applicant;

“**Applicant**” means an entity that has submitted an Application for a امارات. (dotEmarat) Domain Name during the Sunrise or Landrush Periods and the terms “**Applying**” and “**Applied**” shall be interpreted accordingly;

“**Application Form**” means a form on which an Application is made as determined by the .aeDA from time to time;

“**Auction**” means the ‘English-style’ open ascending price auction where Contestants bid openly against one another, with each subsequent bid higher than the previous bid;

“**Auction Provider**” means the entity which will provide Auction services to the .aeDA;

“**Contestant**” means an Applicant for a امارات. (dotEmarat) Arabic Domain Name during the Sunrise or Landrush Periods that is to be allocated by means of an Auction, where that Applicant is eligible to contest that Auction;

“Documentary Evidence” means the documentation to be provided by (or on behalf of) the Applicant to the Validation Agent, in accordance with this Policy;

“Eligible Trademark” means a registered trademark that meets the requirements set out in Section 5.3.2;

“First-Come, First-Serve” means that where two or more Applicants are seeking a Domain Name Licence in respect of a particular Domain Name and they all meet the Eligibility Requirements, that Applicant whose Application is accepted by the .aeDA first will be granted the Domain Name Licence;

“General Availability” means where امارات. (dotEmarat) Arabic Domain Names are allocated on a First-Come First Serve basis;

“Government Entity” means government entities as specified in section 4.3.1.4.3.1.1 of this Policy;

“Government Period” means the period of time specified by the .aeDA during which the Applications for امارات. (dotEmarat) from government entities are accepted only;

“Government Period Application Procedure” shall mean the procedure for making Application during the Government Period as determined by .aeDA from time to time;

“Landrush” means the period during which Applicants can seek to Register Domain Names not previously Registered through the Sunrise period, or otherwise reserved by the .aeDA or restricted by this or any other .aeDA Policy or law of the United Arab Emirates, but where the allocation of Domain Names is not completed on a First-Come, First-Serve basis;

“Landrush Period” means the period of time specified by the .aeDA during which the rules of Landrush are in effect;

“Landrush Period Application Procedure” means the procedure for making an Application during the Landrush Period as determined by .aeDA from time to time;

“Policy” means this Policy;

“Public Launch Date” means the date on which امارات. (dotEmarat) Arabic Domain Names are available on a First-Come, First Served basis;

“Sunrise” means the period during which holders of Eligible Trademarks that have obtained a registered status in their respective country or region anywhere in the world can make an Application for a corresponding امارات. (dotEmarat) Arabic Domain Name;

“Sunrise Period” will mean the period of time specified by the .aeDA during which the rules of **“Sunrise”** are in effect;

“**Sunrise Period Application Procedure**” means the procedure for making an Application during the Sunrise Period as determined by .aeDA from time to time;

“**Validation Agent**” means the entity that will provide services to the .aeDA with respect to validating trademarks in an Application and determining whether the Applicant has an Eligible Trademark;

“**Validation**” means the process of validating an Eligible Trademark and “**Validating**” and “**Validation**” shall have the corresponding meaning; and

“**Administrative Fee**” means the fee for the process of validating an Application to determine whether the Applicant has an Eligible Trademark

2. Purpose

- 2.1. The .aeDA is the endorsed manager of the امارات. (dotEmarat) ccTLD.
- 2.2. The امارات. (dotEmarat) Arabic Domain Name is being introduced for Registration as a Domain Name.
- 2.3. The purpose of this Policy is to provide for the fair and equitable allocation of امارات. (dotEmarat) Arabic Domain Names.

3. General

3.1. Overview of امارات. (dotEmarat) Launch Phases

The امارات. (dotEmarat) Arabic Domain Name Application launch will be divided into the following distinct launch phases, which are further described in this Policy. These launch phases will be announced from time to time by the .aeDA, and shall consist of:

- 3.1.1. **Phase 1 Government Period** – When defined Government Entities can apply for a امارات. (dotEmarat) Arabic Domain Name.
- 3.1.2. **Phase 2 Sunrise Period** – When holders of Eligible Trademarks and apply for a corresponding امارات. (dotEmarat) Arabic Domain Name.
- 3.1.3. **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.

- 3.1.4. **Phase 4 General Availability** – When امارات. (dotEmarat) Arabic Domain Name not already allocated are available on a First-Come, First Serve basis.

3.2. Acceptance of Applications

- 3.2.1. The .aeDA may accept or reject a امارات. (dotEmarat) Arabic Domain Name Application at its sole discretion.
- 3.2.2. The .aeDA reserves the right to revoke or cancel a امارات. (dotEmarat) Arabic Domain Name Registered in the .aeDA's Registry System.
- 3.2.3. 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:
- 3.2.3.1. 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
- 3.2.3.2. the .aeDA is protecting the integrity and stability of the .aeDA Registry System; or
- 3.2.3.3. 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; or
- 3.2.3.4. it is to avoid any liability on behalf of the .aeDA, including their respective affiliates, directors, officers, employees, subcontractors and/or agents; or
- 3.2.3.5. It is a امارات. (dotEmarat) Arabic Domain Name that has been reserved by the .aeDA for any purpose.

4. Government Period (Phase 1)

During the Government Period, Government Entities in the UAE may apply for a امارات. (dotEmarat) Arabic Domain Name corresponding to the Applicant name, subject to eligibility rules in Section 4.3.

4.1. Identical and Similar Applications

If more than one Applicant has submitted an Application for the identical or similar امارات. (dotEmarat) Arabic Domain Name, the .aeDA may decide, in its sole discretion, to which Applicant the domain name will be Registered.

4.2. Government Application Process

- 4.2.1. During the Government Period, Applicants may apply for a امارات. (dotEmarat) Arabic Domain Name by filling out the Application Form and submitting it in accordance with .aeDA's Government Period Application Procedure to the .aeDA.
- 4.2.2. Applications Forms for Government Period will be available on the .aeDA website or by contacting the .aeDA.

4.3. Eligibility Rules for Government Period

4.3.1. Eligible Applicants

During Government Period applications, only the following will be eligible to apply for a امارات. (dotEmarat) Arabic Domain Name:

- 4.3.1.1. Government Entities including ministries, federal authorities, local departments, local or federal ministries and local departments, authorities and public organisations linked thereto, including the armed forces, the police, the intelligence and security services of the State;
- 4.3.1.2. any company or establishment fully owned by any of the foregoing; and
- 4.3.1.3. any entity that the aeDA would include for a public interest purpose provided that it is approved by the Director General.

4.3.2. Syntax Requirements

The Domain Name applied for must be part of the Applicants' name or its acronym or exact match provided that it is not a generic name. Additional syntax requirements will be detailed in .aeDA's Government Period Application Procedure.

5. Sunrise Period (Phase 2)

5.1. General

- 5.1.1. 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.
- 5.1.2. 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 5.8

5.2. Sunrise Application Process

- 5.2.1. An Application filed by an Applicant during the Sunrise Period must be submitted to the aeDA through an Accredited Registrar.
- 5.2.2. The Application will be evaluated by the aeDA as well as the Validation Agent in accordance with clause 5.6 and 5.7.
- 5.2.3. Once the Sunrise Period concludes, the aeDA will notify the Accredited Registrars about the status of the Applications submitted during this period.
- 5.2.4. For the purposes of the Sunrise 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.

5.3. Sunrise Eligibility Rules

5.3.1. Eligible Applicants

- 5.3.1.1. Only the registered owners, licensees or assignees of Eligible Trademarks are eligible to submit Applications for a امارات. (dotEmarat) Arabic Domain Name.
- 5.3.1.2. 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.

5.3.2. Eligible Trademarks

An “Eligible Trademark” is a Trademark that:

- 5.3.2.1. has been registered, with a competent public authority or intergovernmental organisation as detailed in the Application form;
- 5.3.2.2. was registered on or before 1/May/2010; and

5.3.3. Syntax Requirements

- 5.3.3.1. Where 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
- 5.3.3.2. Where an Eligible Trademark is in other scripts, the Arabic transliteration of the Trademark is applied to the syntax requirements specified in section 5.3.3.1 of this Policy.

5.4. 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 include 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)

5.5. The Validation Agent

- 5.5.1. 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.
- 5.5.2. 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.

5.6. Trademark Validation Process

- 5.6.1. 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.
- 5.6.2. 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 documentaitons, 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..

5.7. Technical Validation

- 5.7.1. 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.
- 5.7.2. Where the Application does not meet the technical requirements, the .aeDA Registry System will reject the Application.

5.8. Allocation of Domain Names during Sunrise Period

5.8.1. 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:

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

By way of an example, where there are two validated Applications 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.

5.8.2. 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.

5.8.3. 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.

By way of example, where 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.

5.9. Sunrise Auctions

5.9.1. General

- 5.9.1.1. 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.
- 5.9.1.2. Details of all eligible Applicants and the basis for their eligibility will be sent to each of the eligible Contestants.
- 5.9.1.3. 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.
- 5.9.1.4. 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.
- 5.9.1.5. 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.

5.9.2. Sunrise Auction Process

- 5.9.2.1. 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.
- 5.9.2.2. Each Contestant in an Auction will be able to view the other bids being placed.
- 5.9.2.3. 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.
- 5.9.2.4. 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.
- 5.9.2.5. 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.

- 5.9.2.6. 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.
- 5.9.2.7. 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.
- 5.9.2.8. 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.
- 5.9.2.9. 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.
- 5.9.2.10. Full details of the Auction process will be provided to all eligible Contestants prior to the commencement of each Auction.

6. Landrush Period (Phase 3)

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.

6.1. Landrush Application Process

- 6.1.1. 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.
- 6.1.2. The Application will be evaluated by the aeDA in accordance with clause 6.2 .
- 6.1.3. Once the Landrush Period concludes, the Applicant and the Accredited Registrar (if applicable), will be informed about the status of the Application.
- 6.1.4. 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.

6.2. Technical Validation

- 6.2.1. 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.
- 6.2.2. Where the Application does not meet the technical requirements, the .aeDA Registry System will reject the Application.

6.3. 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:

- 6.3.1. 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.
- 6.3.2. 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.

6.4. 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.

6.4.1. Landrush Auction Process

- 6.4.1.1. 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;
- 6.4.1.2. Each Contestant in an Auction will be able to view the other bids being placed;
- 6.4.1.3. 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;
- 6.4.1.4. 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;
- 6.4.1.5. 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.
- 6.4.1.6. 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;
- 6.4.1.7. 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;
- 6.4.1.8. 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;

- 6.4.1.9. 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; and
- 6.4.1.10. Full details of the Auction process will be provided to eligible Contestants prior to the commencement of each Auction.

7. General Availability (Phase 4)

- 7.1. 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.
- 7.2. 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.
- 7.3. 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.

8. Domain Name Licence

8.1. Initial Domain Name Licence Period (Phases 1, 2 and 3)

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:

- 8.1.1. All امارات. (dotEmarat) Arabic Domain Names Registered during the Government Period will have an initial Domain Name Licence Period of one year;
- 8.1.2. All امارات. (dotEmarat) Arabic Domain Names Registered during the Sunrise Period will have an initial Domain Name Licence Period of two years; and
- 8.1.3. All Applications for امارات. (dotEmarat) Arabic Domain Names during the Landrush Period will have an initial Domain Name Licence Period of two years.

8.2. Renewal Domain Name Licence Period (Phases 1, 2 and 3)

At the commencement of First-Come, First-Serve operations and at the completion of the Domain Name Licence Period, Registrants of امارات. (dotEmarat) Arabic Domain Names Registered during the Government Period, Sunrise Period or Landrush Period may renew their امارات. (dotEmarat) Arabic Domain Names for either one, two, three, four or five years, in accordance with the .aeDA's Policies.

8.3. General Availability Domain Name Licence Period

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

9. Reserved Domain Names

- 9.1. 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.
- 9.2. Each Application for a امارات. (dotEmarat) Arabic Domain Name is verified against this list.
- 9.3. 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.
- 9.4. The .aeDA may Register at any time, including during the Sunrise Period and Landrush Period امارات. (dotEmarat) Arabic Domain Names that are:
 - 9.4.1. to promote the use of the امارات. (dotEmarat) Arabic Domain Name;
 - 9.4.2. for the technical operation of the امارات. (dotEmarat) Arabic Domain Name;
 - 9.4.3. are names of Governmental Organisations of the United Arab Emirates;
 - 9.4.4. a Premium امارات. (dotEmarat) Arabic Domain Name; and
 - 9.4.5. are on the Reserved List.

9.5. Premium Domain Names

9.5.1. General

- 9.5.1.1. 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 9.5.2 and Section 9.5.3.
- 9.5.1.2. Premium امارات. (dotEmarat) Arabic Domain Names are those امارات. (dotEmarat) Arabic Domain Names identified by the .aeDA which, in the determination of the .aeDA, are commonly used or dictionary words and/or phrases.
- 9.5.1.3. Premium امارات. (dotEmarat) Arabic Domain Names may also be single characters, as determined the .aeDA.

9.5.2. 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 Section 5.3.

9.5.3. 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.

10. 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.

10.1. Sunrise fees

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

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

- 10.1.2. 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.

10.2. Landrush Fees

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

- 10.2.1. 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.

11. Limitation of Liability

- 11.1. To the extent permitted by the law, the .aeDA expressly excludes all conditions and warranties whether express or implied, statutory or otherwise.
- 11.2. In no event will the .aeDA be liable to any party for any indirect, punitive, special, incidental or consequential damage in connection with or arising out of this Policy, the Application for Registration, or use of an امارات. (dotEmarat) Arabic Domain Name (including for loss of profits, use, data, or other economic advantage), however it arises, and even if they have been previously advised of the possibility of such damage, including but not limited to decisions taken by the .aeDA to Register or not to Register a امارات. (dotEmarat) Arabic Domain Name on the basis of the findings of the Validation Agent, as well as the consequences of those decisions.
- 11.3. Any liability of the .aeDA to any party in connection with or arising out of this Policy in contract, tort, (including negligence or breach of statutory duty) or howsoever otherwise arising, shall be limited to the Application Fee.

12. Policy Review

The .aeDA may update this Policy at any time in its complete discretion, including for the purpose of clarification.