

.LINCOLN REGISTRATION POLICY

1. DEFINITIONS

The terms “TLD,” “Registrant,” “Registry Operator,” “Affiliates,” and “Trademark Licensees” are as defined in the current Registry Agreement between the Internet Corporation for Assigned Names and Numbers (“ICANN”) and Ford Motor Company (“Registry Agreement”).

2. ELIGIBILITY

Only Ford Motor Company (“Registry Operator”) and its Affiliates and Trademark Licensees are eligible to register a Domain Name under the **.LINCOLN** TLD. If Registrant ceases to be eligible at any time in the future, Registry Operator may cancel or suspend the license to use the Domain Name immediately.

The registration of Domain Names must be approved by an authorized person(s) as nominated by Registry Operator (“Authorized Person”) in addition to meeting all requirements under Registry Rules.

The registration of Domain Names will be centralized and managed through the exclusive Registrar(s) selected by Registry Operator.

3. REQUIRED CRITERIA FOR DOMAIN NAME REGISTRATION

An application for Domain Name registration must meet all the following criteria:

- (i) availability—
 - a. the Domain Name is not already registered; and
 - b. it is not reserved or blocked by Registry Operator.
- (ii) technical requirements—
 - a. a maximum of 63 characters (after its conversion into the ASCII for IDNs);
 - b. use of characters selected from the list of supported characters as nominated by Registry Operator; and
 - c. any additional technical requirements as required by Registry Operator from time to time.
- (iii) compliance with all requirements under Registry Rules.

4. OBLIGATIONS OF REGISTRANT

Registrant must enter into an agreement with the Registrar for Domain Name registration under which Registrant will be bound by Registry Rules specified through Registry Operator-Registrar agreement as amended by Registry Operator from time to time.

Registrant must also agree to be bound by the minimum requirements in clause 3.7.7 of 2013 ICANN Registrar Accreditation Agreement as amended from time to time (“2013 ICANN RAA”).

Registrant must represent and warrant that:

- (i) it meets, and will continue to meet, the eligibility criteria at all times and must notify the Registrar if it ceases to meet such criteria;
- (ii) the registration, renewal and use of the Domain Name does not violate any third party intellectual property rights, applicable laws or regulation;
- (iii) the registration and use of the Domain Name is made in good faith and for a lawful purpose;
- (iv) if the use of registered Domain Name is licensed to a third party,
 - a. Registrant must have a licensing agreement with the licensee for the use of the Domain Name that is not less onerous than the obligation of Registrant contained in Registry Rules; and
 - b. where there is a breach of any provisions contained in Registry Rules by the licensee of the Domain Name, Registry Operator may revoke the Domain Name at its sole discretion.
- (v) it owns or otherwise has the right to provide all registration data (including personal information) for each Domain Name registered and provision of such registration data complies with all applicable data protection laws and regulations; and
- (vi) it has appropriate consent and licenses to allow for publication of registration data in the WHOIS database.

5. REGISTRANT CONTACT INFORMATION

Registrant must provide complete and accurate contact information of Registrant in accordance with 2013 ICANN RAA, including but not limited to the following;

- (i) name of a company or organization (or full name of Registrant if Registrant is a natural person);
- (ii) registered office and principal place of business (or address of Registrant if Registrant is a natural person); and
- (iii) contact details of Registrant including e-mail address and telephone number.

All Registrant contact information must be complete and accurate. Any changes to such Registrant information must be promptly notified to the Registrar and by no later than one (1) month of such change.

6. REVOCATION OF DOMAIN NAMES

Registrant acknowledges that Registry Operator may revoke a Domain Name immediately at its sole discretion:

- (i) in the event Registrant breaches any Registry Rules;
- (ii) to comply with applicable law, court order, government rule or under any dispute resolution processes;

- (iii) where such Domain Name is used for any of the following prohibited activities (Prohibited Activities):
 - a. spamming;
 - b. intellectual property and privacy violations;
 - c. obscene speech or materials;
 - d. defamatory or abusive language;
 - e. forging headers, return addresses and internet protocol addresses;
 - f. illegal or unauthorized access to other computers or networks;
 - g. distribution of internet viruses, worms, Trojan horses or other destructive activities; and
 - h. any other illegal or prohibited activities as determined by Registry Operator.
- (iv) in order to protect the integrity and stability of the domain name system and Registry Operator;
- (iv) where such Domain Name is placed on Registry Operator's Reserved Names List pursuant to Registry Agreement Specification 5; and
- (v) where Registrant fails to make payment to the Registrar for registration, renewal or any other relevant services.

7. USE OF SECOND OR THIRD LEVEL IDNS

In addition to meeting all the required criteria for registration of domain names above, an application for an IDN Domain Name must:

- (i) comply with any additional registration policy on IDNs for each language;
- (ii) meet all technical requirements for the applicable IDN;
- (iii) comply with the IDN tables used by Registry Operator as amended from time to time; and
- (iv) meet any other additional technical requirements as required by Registry Operator.

8. RESERVED NAMES

Registry Operator may reserve, and not allow registration of any labels that appear or are referenced by the Schedule of Reserved Names set forth in Registry Agreement Specification 5. However, Registry Operator may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN.

9. PRIVACY AND DATA PROTECTION

By registering a Domain Name, Registrant authorizes Registry Operator to process personal information and other data required for the operation of the TLD. Registry Operator will only use the data for the operation of Registry Operator including but not limited to its internal use, communication with Registrant or the Registrar, and provision of WHOIS look-up facility.

Registry Operator may only transfer the data to third parties:

- (i) with Registrant's consent;
- (ii) in order to comply with laws, regulations or orders by a competent public authority and any Alternative Dispute Resolution (ADR) providers; or

- (iii) for a publicly available and searchable WHOIS look-up facility, in accordance with Registry Agreement Specification 4.

10. WHOIS

In accordance with Registry Agreement Specification 4, Registry Operator provides a publicly available and searchable WHOIS look-up facility. In order to prevent misuse of the WHOIS look-up facility, Registry Operator requires that any person submitting a WHOIS database query will be required to read and agree to the terms and conditions, which will provide that:

- (i) the WHOIS database is provided for information purposes only; and
- (ii) the user agrees not to use the WHOIS information to allow or enable the transmission of unsolicited commercial advertising or other communication via email or other methods to Registrants.

11. DISPUTE RESOLUTION

Registrant agrees to be bound by ICANN's Dispute Resolution Policies as defined in Registry Agreement Specification 7 and as revised from time to time by ICANN consensus policies and procedures, including, but not limited to, the Trademark Post-Delegation Dispute Resolution Procedure ("PDDRP"), the Uniform Rapid Suspension system ("URS"), and the Uniform Domain Name Dispute Resolution Procedure ("UDRP").

12. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICIES

Registrant agrees to be bound by all applicable consensus and temporary policies as required and mandated by ICANN.