

## **.XEROX gTLD Confusion Avoidance Plan**

Xerox DNHC LLC, the Registry Operator for the .XEROX gTLD, has executed Specification 13 to the Registry Agreement. Specification 13 already contractually requires that Xerox DNHC LLC will apply measures which, by their very nature, avoid confusion with the corresponding country code, namely the following:

1. .XEROX is identical to a qualifying registered trademark;
2. .XEROX is not a Generic String, as the term is defined in Specification 11 of the Registry Agreement;
3. Xerox DNHC LLC has developed and will implement a closed registration policy for .XEROX that requires that all domain names in the .XEROX gTLD be registered ONLY by Registry Operator, its Affiliates, and its Trademark Licensees;
4. As required under the Registry Agreement, Xerox DNHC LLC submitted this policy as part of its application for Specification 13 and has clearly published this registration policy; and
5. .XEROX will conduct internal reviews at least once per calendar year to ensure continued compliance with Specification 13, as required by the Registry Agreement.

Compliance with Specification 13 prohibits the .XEROX gTLD from registering domain names to unaffiliated third parties and thus clearly designates to the public that the .XEROX gTLD is a proprietary space in which all second-level domains in the gTLD are being operated by Xerox DNHC LLC, its Affiliates and Trademark Licensees and not any government or corresponding country-code TLD operator.

With this submission, Xerox DNHC LLC confirms that all registrations of two-letter domain names shall comply with the requirements of Specification 13.