

## REGISTRATION POLICIES IN SUPPORT OF THE .CUISINELLA TLD

All domain names registered within the .CUISINELLA TLD will be registered and maintained by SALM for the exclusive use of SALM, its internal departments and its Affiliates (as defined in Article 2.9(c) of the Registry Agreement). SALM will not sell, distribute or transfer the control or use of any registration within the TLD to any third party that is not an Affiliate of SALM. All domain names will be registered via an ICANN-accredited Registrar.

Departments within SALM will be able to request to register .CUISINELLA domain names that reflect Schmidt-related products and initiatives with authority. The registration policy in this TLD will require that domain names registered within the .CUISINELLA TLD further the published strategic business goals of SALM.

The authority to register domain names will be vested in a limited number of SALM staff members. The Marketing Manager will be responsible for pre-approving all domain names before their registration. This staff member will perform a monthly audit of all domain name transactions to verify that they were authorised and that the use of domain names complies with the .CUISINELLA Acceptable Registration and Use Policy. The Marketing Manager will additionally conduct internal information sessions to improve awareness of the threat of domain name hijacking and fraud as well as raising awareness of the Acceptable Registration and Use Policy.

By registering a letter/letter two-character ASCII label, the Registrant represents that the Registrant will take steps to ensure against misrepresenting or falsely implying that the Registrant or its business is affiliated with a government or country-code manager if such affiliation, sponsorship or endorsement does not exist.

The Registry will take reasonable steps to investigate and respond to any reports from governmental agencies and ccTLD operators of conduct that causes confusion with the corresponding country code in connection with the use of a letter/letter two-character ASCII domain. In responding to such reports, the Registry will not be required to take any action in contravention of applicable law.

These restrictions underpin the achievement of the goals of the .CUISINELLA TLD, in particular enhancing trust in the interaction between Internet users and the Schmidt brand and forming an authoritative, strictly controlled source of information relating to Schmidt and SALM.