WHAT IS ìp.?

ìp. is a new, ICANN-approved gTLD in Hebrew from the company that brings you .com.

WHAT DOES ìp. MEAN IN ENGLISH?

When spoken in Hebrew, ìp. sounds like ".com."

WHY DO I NEED A ìp. DOMAIN NAME?

A ìp. domain name can help businesses and individuals reach new customer segments in their own native script through a TLD operated by Verisign, a trusted registry operator that has maintained the Verisign DNS for .com and .net with 100 percent operational accuracy and stability for more than 20 years.

WHEN WILL ìp. BE AVAILABLE?

We will begin our phased rollout for ìp. on July 30, 2018 at 00:00 UTC by opening the sunrise period. Our current registration periods for ìp. are as follows:

<table>
<thead>
<tr>
<th>Registration Period</th>
<th>Start Date/Time (in UTC)</th>
<th>End Date/Time (in UTC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunrise Period</td>
<td>July 30, 2018 at 00:00</td>
<td>September 4, 2018 at 23:59:59</td>
</tr>
<tr>
<td>Priority Access Program Period</td>
<td>September 5, 2018 at 00:00</td>
<td>October 1, 2018 at 23:59:59</td>
</tr>
<tr>
<td>Landrush Program Period</td>
<td>October 2, 2018 at 00:00</td>
<td>November 4, 2018 at 23:59:59</td>
</tr>
<tr>
<td>General Registration Period</td>
<td>November 5, 2018 at 00:00</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Please note that the registration periods and their corresponding dates and times in the table are in UTC (Universal Time Coordinated) and are subject to change. For the most current registration periods, corresponding dates, and other information regarding ìp., please visit: https://newgtlds.icann.org/en/program-status/sunrise-claims-periods/xn--9dbq2a

WHAT ARE THE ELIGIBILITY REQUIREMENTS TO REGISTER A ìp. DOMAIN NAME DURING EACH REGISTRATION PERIOD?

Sunrise

Each prospective registrant who wishes to register a second-level domain name (SLD) during sunrise must have a valid Signed Mark Data (SMD) file from the Trademark Clearinghouse at the time of registration that permits the registrant to register that SLD. During the sunrise period, these prospective registrants will be able to register each SLD in ìp. that is an exact match of each SLD permitted by their SMD file.

Priority Access Program

The Priority Access Program is available for existing registrants of .com domain names (ASCII or IDN script) that registered their .com domain name prior to the start date of the Priority Access Program Period for ìp. on Sept 5, 2018 at 00:00 UTC (each, an “Existing .com Second Level Domain Name”) and that have held the registration of their Existing .com Second Level Domain Name for longer than the applicable Add Grace Period (i.e., the Add Grace Period for the .com registry is five calendar days).

Each qualifying Priority Access Program applicant shall have the exclusive right during the ìp. Priority Access Program Period to register the exact match of each
Existing .com Second Level Domain Name (each, a “Matching Second Level Domain Name”) in .מNich. provided:

1. The Matching Second Level Domain Name is available for registration in .מNich. during the .מNich. Priority Access Program Period; and

2. The Matching Second Level Domain Name is registered through the registrar that is the same registrar-of-record for the Existing .com Second Level Domain Name.

Landrush

Landrush is open to any eligible entity or individual for any available domain name in .מNich. During this period, domain name registrations will be available on a “first-come, first-served” basis, subject to availability and the applicable registry policies.

General Registration

General Registration is open to any eligible entity or individual for any available domain name in .מNich. During this period, Verisign will register domain names in .מNich. on a “first-come, first-served” basis, subject to availability and the applicable registry policies.

Please note that the above information is summarized for general information purposes only. For more detailed information about the various registration periods applicable to .מNich., please visit: https://newgtlds.icann.org/en/program-status/sunrise-claims-periods/xn--9dbq2a.

**HOW DO I REGISTER A .מNich. DOMAIN NAME?**

Click here for the latest list of registrars that offer .מNich. For more information, please visit Verisign.com.

Click here to see the Hebrew translated version of this product fact sheet.

**ABOUT VERISIGN**

Verisign, a global leader in domain names and internet security, enables internet navigation for many of the world’s most recognized domain names and provides protection for websites and enterprises around the world. Verisign ensures the security, stability and resiliency of key internet infrastructure and services, including the .com and .net domains and two of the internet’s root servers, as well as performs the root-zone maintainer function for the core of the internet’s Domain Name System (DNS). Verisign’s Security Services include DDoS Protection and Managed DNS. To learn more about what it means to be Powered by Verisign, visit Verisign.com.