

Domain Name Registration and Use Policy for “.BMW”

I. General principles

1. Purpose

The “.BMW” Top Level Domain (“TLD”) established by and for the use of Bayerische Motoren Werke AG (BMW), the Registry Operator for the TLD space. The Registry Operator reserves the sole and exclusive right to make any changes to domain name registrations within the “.BMW” space (including the cancellation, transfer, deletion or suspension of any such domains) where it determines that the registration in question is in violation of the terms and conditions contained herein, or is contrary to the best interests of BMW.

This Policy is intended to be updated and revised regularly to reflect the needs of BMW and its TLD.

The registration of domain names within the “.BMW” TLD shall be restricted to BMW itself, thus following a single-registrant model. BMW may, in its sole discretion, elect to license the use of the registrations within this space to, *inter alia*, appropriate corporate divisions, subsidiaries, and other affiliated entities.

2. Registration Policy

As indicated above, the “.BMW” TLD follows a single-registrant model. Thus, BMW shall be the only entity eligible to register domain names within the “.BMW” TLD.

3. Licensing of domain name registrations

BMW may, in its sole discretion, elect to license the use of domain name registrations within the “.BMW” space to, *inter alia*, appropriate corporate divisions, subsidiaries, and other affiliated entities. In all cases, however, BMW will remain the registrant of record for all domain name registrations within the TLD, and shall retain the authority to modify or terminate such registrations at any time via the concerned registrar.

II. Domain Allocation Rules

4. String Requirements

Registry Operator, via Registry Service Provider, will not accept a Registration unless the applied-for Domain Name meets the applicable requirements as defined under the Registry Agreement, Specification 6, including the following technical and syntax requirements. The Domain Name Label must:

- if ASCII, consist exclusively of the letters A-Z, the numbers 0-9, and hyphens;
- if non-ASCII (e.g., IDN), consist of language scripts offered by the Registry not exceed 63 characters;
- contains at least one character; and
- not contain hyphens, except where two consecutive hyphens (-) are used in the 3rd and 4th positions, when preceded by "xn" and followed by a label that corresponds with an IDN containing characters referred to in Subsection (b) above.

5. Reserved Names

Registry Operator may reserve, and not allow the Registration of any labels which appear or are referenced by the Schedule of Reserved Names set forth in Specification 5 of the Registry Agreement

However, BMW may propose the release of these reservations, subject to review by ICANN's Governmental Advisory Committee and approval by ICANN.

6. Name Collisions

If any ".BMW" domain name is identified by ICANN as a potential name collision risk, pursuant to the Registry Operator's rights and responsibilities under the Registry Agreement, Specification 6, § 6, the Registry Operator reserves the right to take all necessary and proper steps to resolve the conflict, including the blocking of any affected domain name.

III. Acceptable Usage Guidelines for ".BMW" Domain Names

7. Acceptable Use

The ".BMW" space is intended to function as BMW's online communication platform for the BMW brand, and as such the registrations therein should support the goals and mission of the corporation and its brand.

Accordingly, no registered ".BMW" domain name may be used in a manner which:

- infringes any other third parties rights
- is in breach with any applicable laws, government rules or requirements

or for the purposes of:

- undertaking any illegal or fraudulent actions, including spam or phishing activities, or
- defaming BMW or its businesses, affiliates, dealers, employees, etc.

BMW will monitor the use of all domain names registered in the ".BMW" space to ensure that

the content displayed thereon is in the best interests of the company and its business endeavors. Failure to comply with the terms and conditions set out in this Registration and Use Policy will result in the immediate cancellation, transfer, deletion or suspension of a registered “.BMW” domain. The Registry Operator reserves the right to make any necessary changes to a domain name registration in the event of breach of the provisions herein established.

8. Dispute Resolution

The Registry Operator for “.BMW” will comply with all dispute resolution mechanisms as defined in the registry agreement Specification 7 article 2, and as revised from time to time by ICANN consensus policies and procedures. Registrants of “.BMW” domain names hereby agree to be bound by all applicable domain name dispute policies, as outlined in this Registration and Use Policy.

These dispute mechanisms include, but are not limited to:

- the Trademark Post-Delegation Dispute Resolution Procedure (“PDDRP”);
- the Uniform Rapid Suspension system (“URS”); and
- the Uniform Domain Name Dispute Resolution Policy (“UDRP”).