

# NAME SELECTION POLICY

- 1.0 Title:** Name Selection Policy  
**Version Control:** 1.0  
**Date of Implementation:** 2016-01-20

## 2.0 Summary

All domain names registered in <.TLD> must comply with this Name Selection Policy (the “Policy”). Depending upon the classification of the domain name, Registry Operator imposes varying degrees of obligations. Registry Operator has currently identified the following classifications of domain names in <.TLD>: Standard and Reserved. Failure of an Applicant to comply with this Policy is a basis for a domain name registration request to be denied. Failure of a Registrant to comply with this Policy is a basis for a domain name registration request to be suspended/canceled at any time.

## 3.0 Requirements

### 3.1 Standard Names:

Domain names must: (a) correspond to a trademark, trade name or service mark of the Applicant in *bona fide* use for the offering of goods or services, or provision of information, in the jurisdiction where the Applicant is licensed, approved or certified to conduct business; (b) not be a Reserved Name; and (c) not be likely to deceive or cause material detriment to a significant portion of the global insurance community, its customers or Internet users. Further and in compliance with the Name Allocation Policy, domain names registered in the Qualified Launch Program and Sunrise periods must exactly match the trademark record in the Trademark Clearinghouse (TMCH) and have a valid Signed Mark Data file issued by the TMCH.

### 3.2 Reserved Names:

Reserved Names are not available to be registered at the discretion of Registry Operator (“Registry Operator Reserved Names”) and other names specifically identified by ICANN, e.g., country names, prohibited two-letter names, as not available to be registered (“ICANN Reserved Names”). The Registry Operator Reserved Names will initially not be available for registration by any third party. When, and if, these names are made available for registration to a third party, Registry Operator reserves the right to charge a premium registry fee for these registrations. These non-standard fees will be communicated to the Registrant prior to their registration of the domain name.

Registry Operator will provide lists of Reserved Names on its website. Registry Operator reserves the right to amend the Registry Operator Reserved Names in accordance with its Registry Agreement. Although not specifically enumerated, Registry Operator Reserved Names implicitly include all translations and transliterations of the names appearing on this list.

#### **4.0 Denial/Suspension/Cancelation**

Registry Operator reserves the right to deny, suspend and/or cancel at any time a domain name registration or request for registration found to be in violation of this Name Selection Policy.

#### **5.0 Amendment**

Registry Operator reserves the right to modify this Policy at its sole discretion in accordance with its rights and obligations set forth in its Registry Agreement. Such revised Policy shall be posted on Registry Operator's website at least 15-calendar days before its effective date. In the event that a Registrant objects to any change in this Policy, the sole remedy is cancellation of the domain name registration.

## Name Selection Policy Implementation Guidelines

Date: 2022-04-01

Registry Operator’s implementation of this Policy defines the term “correspond” in relation to Section 3.1(a) of the Policy to include, but not be limited to, the types of domain names identified in the following table of examples. Additionally, the prohibition in Section 3.1(c) is intended to be read within the context of Registry Operator’s Acceptable Use / Anti-Abuse Policy.

The following is a non-exhaustive list of examples of domain names that correspond to a trademark, trade name or other service mark of a business or organization eligible to register in <TLD>.

<b>Corresponding Type: Exact Match; Exact Match Spanning the Dot</b>	
<b>Company Name (DBA)</b>	<b>Domain Name</b>
Crest Auto Insurance	CRESTAUTO.Insurance
Alliance Life Insurance	ALLIANCELIFE.Insurance
Western Health Insurance	WESTERNHEALTHINSURANCE.Insurance; WESTERNHEALTH.Insurance
<b>Corresponding Type: Exact Match w/Additional Term (e.g., Prefix/Suffix, Geo)</b>	
Aria	OURARIA.Insurance
Liberty Health	MYLIBERTYHEALTH.Insurance
Olympus Health	THEOLYMPUSHEALTH.Insurance
ABC Plans	ABCPLANSONLINE.Insurance
AHIG	AHIGGEORGIA.Insurance
Unified Life	UNIFIEDLIFEUS.Insurance
Allied Group	ALLIEDGROUPKS.Insurance
<b>Corresponding Type: Partial Match w/Missing Terms</b>	
Fargo Property Insurance Solutions	FARGOPROPERTY.Insurance
WellGuard Life and Accident Insurance Group	WELLGUARD.Insurance, WGLIFE.Insurance
Farm State Insurance Fund	FARMST.Insurance
Colonial Community Insurance	COLONIAL.Insurance
<b>Corresponding Type: Partial Match w/Abbreviations</b>	
National Insurance Company	NATCO.Insurance
Dominion Financial	DFIN.Insurance

<b>Corresponding Type: Partial Match w/Additional Term</b>	
Valley Casualty Company	VALLEYCASUALTYCA.Insurance
Valley Life and Casualty Company	VALLEYLIFEUS.Insurance
Umbrella Insurance of California	GOUICA.Insurance
<b>Corresponding Type: Partial Match – Singular/Plural</b>	
Penn Life Insurance	PENNSLIFE.Insurance
Beacon Insurance Companies	BEACONS.Insurance
<b>Corresponding Type: Partial Match – Multiple Variances</b>	
Statewide Mutual Insurance Company, Inc.	STMUTUAL.Insurance
State Mutual Insurance Group	STATEMIG.Insurance
State Property & Casualty Group	STATEPC.Insurance
State Financial and Insurance Company	STATEFINANCIAL.Insurance
<b>Corresponding Type: Exact Match Acronym</b>	
National Fidelity Assurance	NFA.Insurance
Johnson Insurance Company of Omaha	JICO.Insurance
Eastern Life, Inc.	ELI.Insurance
<b>Corresponding Type: Exact Match Acronym w/Additional Term</b>	
American Insurance Group	GOAIG.Insurance
Western Fidelity Insurance	MYWFI.Insurance
Kansas City Title Insurance	KCTONLINE.Insurance
<b>Corresponding Type: Hybrid Acronym</b>	
Commercial Insurance Group	COMIG.Insurance
Carolina Property & Casualty	CPAC.Insurance
Northwestern Insurance Services	NWISVC.Insurance
<b>Corresponding Type: Hybrid Acronym w/Additional Term</b>	
1st Insurance Company of Washington	FSTICWA.Insurance
1st Underwriters Group	FTUGTX.Insurance
American National Life	AMNLONLINE.Insurance

Registry Operator's implementation of this Policy in relation to Section 3.3.2 is clarified pursuant to the 22 January 2019, ICANN publication of [Two-Character ASCII Labels Memo on Implementation](#). Registry Operator hereby includes the following mitigation measures specified in the Memo:

1. **Registration Policy:** Registry Operators must include a provision in the registry's registration policy requiring registrants to avoid misrepresenting affiliation with a government or ccTLD; and
2. **Post-Registration Complaint Investigation:** Registry Operators must investigate and respond to reports of confusion from government or ccTLD operators.

As it relates to the first measure, Registry Operator's Acceptable Use / Anti-Abuse Policy was amended on 2022-04-01 to add Section 4.6 to expand the Prescriptive Registrant Obligations in Section 4.0 of this Policy.

As it relates to the second measure, governments or ccTLDs operators shall write to [complaint@fTLD.com](mailto:complaint@fTLD.com) and Registry Operator will investigate and respond to alleged reports of confusion.