



.HBO TLD Registration Policies

As stated in its new gTLD application for .HBO, Applicant is a wholly-owned subsidiary of the world's most successful pay-tv service, Home Box Office, Inc. ("HBO"), providing HBO® and Cinemax® services to approximately 127 million subscribers worldwide. Internationally, HBO branded television networks, along with the subscription video-on-demand products HBO On Demand and HBO GO®, bring HBO services to over 70 countries. HBO programming is sold into over 150 countries worldwide. Applicant's mission is to operate the proposed gTLD ("the TLD") on behalf of, and for the benefit of, its corporate parent, HBO. The purpose of the TLD is to serve HBO, for internal purposes and/or as a digital marketing tool. Although initially the TLD will not be used to provide any information or services to the public, Applicant plans to diligently evaluate the best possible uses for the TLD to benefit HBO pursuant to the inter-company arrangement between Applicant and HBO, and therefore reserves the right to use the TLD for internal purposes.

In line with its current domain name registration guidelines, only Registry Operator or its affiliates (as defined in the Registry Agreement) through authorized employees will be allowed to register and control the DNS records of domain names within the TLD for purposes related to the brand under strict internal guidelines. Under these guidelines, each domain name requested must be for an internally approved justification and match a naming scheme that is aligned to the purpose of the justification. Each name will be reviewed by relevant legal and technical personnel, and finally approved by Registry Operator's Domain Name Team to ensure the proper procedure was fulfilled. Thereafter, the Domain Name Team will review the ongoing use of registered names to ensure the guidelines are met on an ongoing basis.

Accordingly, it is Registry Operator's intention that non-affiliated third parties will not be allowed to register, buy, or sell domain names in the TLD, or control their DNS records. Applicant, however, reserves the right to sell, distribute, or transfer control or use of any registrations in the TLD to any third party that is an affiliate of Registry Operator (as defined in the Registry Agreement) for the exclusive use of Registry Operator.



The TLD's domain name registration and use policies will be subject to its abuse prevention and rights protection policies discussed in its new gTLD application, and Applicant will strive to avoid registering domain names that are confusingly similar to third-party's trademarks and related rights. Obscene, explicit, and offensive domain names will not be entitled to registration.