

.ASIA Registry Policies Document			
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Executive Summary			

This document is an addendum to the .ASIA Pioneer Domains Program Policies. The document describes 2 additional categories of Pioneers:

- Celebrity Pioneers -- sports, entertainment, literary, businesses, politics and other celebrities, groups and teams.
- Social Pioneers -- NGO (Non-Government Organisations), NPO (Non-Profit Organisations), geographical indications and other social enterprises and initiatives

These additional categories were developed based on constructive feedback from the original Pioneer Domains Program and from the .ASIA Sunrise policies. Keeping with the concept of the .ASIA Pioneer Domains Program, selected .ASIA Pioneers are expected to dedicate resources and efforts into the development of relevant content on the .ASIA domain of choice that provides value to the Asia community and the Internet community at large.

Furthermore, .ASIA Pioneers are expected to contribute to the promotion of the development and adoption of the .ASIA TLD. These include active marketing of their products and services that feature the .ASIA domain name as well as co-marketing and co-branding activities in coordination and collaboration with DotAsia. Nevertheless, a Marketing Commitment Deposit will not be required.

Unlike the original Pioneer Domains Program, applications associated with the two additional categories of Pioneer names will not be allocated until after the conclusion of the Sunrise period. Domain names already allocated through the original Pioneer Domains Program and the Sunrise process will not be available through the Celebrity Pioneer and Social Pioneer program.

Finally, this document also specifies an addendum to the Pioneer Domain Name Challenge Rules for .ASIA specifically for the two additional categories of Pioneer names in that instead of the Challenge Fees being borne by the Party that did not prevail in the Challenge Process, Challenge Fees shall be borne by the Challenger. The Challenge Rules changes do not apply to the original Pioneer categories.

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Policy Specification

1 Extension to the .ASIA Pioneer Domains Program

The Pioneer Domains Program is designed to attract the commitment by registrants to develop services and content with .ASIA domain names. DotAsia believes that the initial positive usage of .ASIA domains will be the key to a foundation that will drive interest and adoption of .ASIA domain names.

This addendum does not change the core concept of the Pioneer Domains Program. Sections 4, 6 and 7 of the .ASIA Pioneer Domains Program continues to apply to the 2 additional categories of Pioneers introduced in this addendum: Celebrity Pioneers; and, Social Pioneers.

Similar to the original 3 categories of Pioneers, the basic requirements included in the conceptual framework described in Section 2 of the .ASIA Pioneer Domains Program apply generally to Applicants for the 2 additional categories. One important exception is that the Marketing Commitment Deposit requirement described in Section 2.2 of the .ASIA Pioneer Domains Program will not be required for the 2 additional categories in this addendum. Nevertheless, a .ASIA Pioneer is still expected to commit a level of capital investment into promotional efforts that feature the .ASIA domain name.

Another critical difference with the original 3 categories of Pioneers is that domain names already proposed and allocated in the previous Pioneer categories and ones successfully applied for through the .ASIA Sunrise process will not be available for the Celebrity Pioneer and Social Pioneer categories. Should a Celebrity Pioneer or a Social Pioneer propose a domain that is not available, a different domain name relevant to the Applicant may be suggested.

The next two sections provide more details on the additional requirements and adjustments that will apply to the 2 Pioneer additional categories. Section 4 then describes the adjustment to the Pioneer Domain Name Challenge Rules for .Asia.

2 Celebrity Pioneers

For the purposes of this policy and the .ASIA Celebrity Pioneer Domains Program, a Celebrity Pioneer may be any prominent individual, group or team in the areas of sports, entertainment, arts, businesses, politics or other areas of human activity.

This policy will not attempt to describe a comprehensive definition for a celebrity. Nevertheless, the Pioneers Commission will evaluate: the appropriateness of the application on the Domain Name(s) of Interest; the supporting information provided by the Applicant; and, the proposed usage of the Domain Name(s) of Interest.

With regards to the supporting information provided by the Applicant, it should identify the relevant sectors of the public that has been led to associate the name, which corresponds to the Domain Name(s) of Interest, with the individual, team or group and the works it has produced. For example recorded or published works of or about the Applicant (or the celebrity represented by the Applicant), including but not limited to CDs, DVDs, books, and magazine or news articles from reputable national or international media, etc.

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The Applicant may be the celebrity itself or an agent of the Applicant. The authorization from the celebrity must however be obtained and included in the Application Form.

Prospective Celebrity Pioneers are reminded that it is the Applicants' responsibility to ensure that its application does not infringe upon the rights of others. Even when an application is selected by the Pioneers Commission, it is still subject to the Challenge Process and other measures for protecting the rights of others as described in Section 4 in the .ASIA Pioneer Domains Program Policies. Furthermore, the selection of an application or allocation of a domain name to any Applicant does not represent the endorsement of DotAsia that the Applicant will be exempt from or will prevail in any dispute resolution process, including but not limited to the UDRP (Uniform Dispute Resolution Policy) or the ruling of a court or tribunal from competent jurisdictions.

Interested Pioneers must submit a proposal for the Domain Name of Interest. The proposal must describe:

1. Proposed .ASIA Pioneer Domain: The Domain Name(s) of Interest
2. Celebrity Profile and Bio: Fields of prominence, existing internet presence, fan clubs, and summary of profile
3. Authorization by Named Celebrity
4. Utilization and Promotional Commitments: Indicate potential usage of Domain Name(s) of Interest and how it may be used in promotional materials
5. Community and Social Contributions: Commitments and contributions that are favourable to the community and the development of the .ASIA domain
6. General Applicant Information

3 Social Pioneers

Through the Social Pioneer Domains Program, DotAsia seeks to work proactively with NGOs (Non-Government Organisations), NPOs (Non-Profit Organisations), geographical indications and other social enterprises and initiatives to develop active and relevant .ASIA websites and services for the benefit of the community. The Domain Name(s) of Interest chosen should correspond to the name of the group or initiative, or may correspond to the cause of the initiative.

While the .ASIA Sunrise process provides comprehensive measures for organisations to protect their Entity Names, more particularly through Sunrise 3 (SR3) as described in the .ASIA Sunrise Policies (and the corresponding .ASIA Sunrise Addendum and Clarifications document), the Social Pioneers category of the Pioneer Domains Program seeks proactive social organisations and groups that are committed to the Asia region to utilize and leverage the .ASIA domain to further their causes.

Social oriented groups that are not registered as an independent juristic entity are also invited to participate in the Social Pioneers program. Governmental organizations or holders of geographical indications may also apply as a Social Pioneer for their corresponding names.

In order to qualify for the Social Pioneer Domains Program, an initiative must provide the following information:

1. Proposed .ASIA Pioneer Domain: The Domain Name(s) of Interest
2. Cause and initiative background: Summary of the cause and mission of the initiative; information about the officers, structure and main contributors of the organisation
3. If the Domain Name(s) of Interest is derived from the cause of the group, explanation of the choice of the Domain Name(s) of Interest and how it is relevant to the group and would create value and benefit to the Asia community

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4. Utilization and Promotional Commitments: Indicate potential usage of Domain Name(s) of Interest and how it may be used in promotional materials
5. Community and Social Contributions: Commitments and contributions that are favourable to the community and the development of the .ASIA domain
6. General Applicant Information

Prospective Social Pioneers are reminded that it is the Applicants' responsibility to ensure that its application does not infringe upon the rights of others. Even when an application is selected by the Pioneers Commission, it is still subject to the Challenge Process and other measures for protecting the rights of others as described in Section 4 in the .ASIA Pioneer Domains Program Policies. Furthermore, the selection of an application or allocation of a domain name to any Applicant does not represent the endorsement of DotAsia that the Applicant will be exempt from or will prevail in any dispute resolution process, including but not limited to the UDRP (Uniform Dispute Resolution Policy) or the ruling of a court or tribunal from competent jurisdictions.

4 Pioneer Domain Names Challenge Rules for .ASIA

Section 19(c) of the Pioneer Domains Challenge Rules for .ASIA specified that the fee (mentioned in Paragraph 19(a) of the Rules) shall be borne by the Party that did not prevail in the Challenge Process.

Unlike the original categories of the .ASIA Pioneer Domains Program, no Marketing Commitment Deposit is required. Furthermore, while the original categories carried a priority that was higher than the .ASIA Sunrise process, the Celebrity Pioneer and Social Pioneer categories will be allocated after the close of the Sunrise periods.

Taking into consideration the above, this addendum changes the arrangement to specify that the fee for filing of a challenge on Celebrity Pioneer or Social Pioneer applications shall be borne by the Challenger, and shall be paid upon the submission of the challenge in accordance to Paragraph 6(c)(vii) of the Pioneer Domain Names Challenge Rules for .ASIA. This change does not apply to original Pioneer categories.

Other provisions of the Pioneer Domain Names Challenge Rules for .ASIA continue to apply to Celebrity Pioneer and Social Pioneer applications.

5 Miscellaneous Provisions

According to Section 7.2 of the .ASIA Pioneer Domains Program Policies, the .ASIA Registry is entitled to modify the Pioneer Domains Program Policies from time to time, which modifications will take effect at the time they are announced on the Registry's website and without prior notice to registrars or registrants. This document is such a modification. Furthermore, other miscellaneous provisions, including but not limited to sole discretion of selection, the limitation of liability and decisions by the .ASIA Registry for the Pioneer Domains Program continue to apply to these addenda.

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