.AXA Domain Policy

As of March 3, 2014

The .AXA TLD, also designated as the AXA domain or dot-AXA, is a generic Top Level Domain string exclusively developed for the AXA insurance group and will be therefore exclusively reserved to AXA and its affiliates.

The .AXA Domain Policy sets out the rules and regulations concerning the registration of domain names for second-level domains under .AXA.

The .AXA domain is governed by ICANN requirements as defined in the Registry Agreement (RA) planned to be signed between ICANN and AXA. This agreement includes general specifications which are mandatory to all registry operators and determines specific issues, further detailed below regarding the .AXA TLD, where each registry operator can define its own rules.

1. - DEFINITIONS

Affiliate - An Affiliate means a person or entity as defined in paragraph 2.9(c) of the ICANN Registry Agreement (see Appendix 1.).

.AXA Registrar / Accredited Registrar — Accredited Registrar means an ICANN Accredited Registrar that is also Accredited for the .AXA Registry in this document. A registrar is a company designed to provide domain registration service to other companies or individuals. AXA has selected the US company Mark Monitor as exclusive registrar for dot-AXA. Having an exclusive registrar is undermining the Registry Operator Code of Conduct (CoC) defined in Specification 9 of the RA; therefore, AXA has filed an exemption form request to CoC to be authorized to work with an exclusive registrar.

Eligibility Requirements — Eligibility Requirements mean the requirements to qualify as a domain registrant for the dot-AXA TLD.

GAC — Government Advisory Committee of ICANN.

Go Live — Go Live refers to the stage after the completion of the Launch phase. Upon

ICANN — Internet Corporation for Assigned Names and Numbers.

International Domain Name — An International Domain Name or IDN are is an Internet domain name that contains at least one label that is displayed in software applications, in whole or in part, in a language-specific script or alphabet, such as Arabic, Chinese, Russian, Tamil or the Latin alphabet-based characters with diacritics, such as French.

Label - Label, or second-level domain (SLD), refers to the individual words or characters to the left of the dot of the dot-AXA top-level domain.

Launch phase — Launch phase refers to the initial phase of availability of the dot-AXA domain starting with the Sunrise and ending before the Go Live phase.

Registrant — The Registrant of a domain name is the entity having registered a dot-AXA secondary level domain name, including the contact used when making the registration.

Registry — The Registry, or the registry operator, means the entity administering the TLD, being the team in the AXA Group in charge of the dot-AXA operations.

Reserved Names List / RNL — The list of domain names to be reserved from the availability for general registrations and to be allocated based on appropriate processes described by ICANN or specifically developed policies of the dot-AXA Registry.

Sunrise — Sunrise means a dot-AXA domain name registration process in which eligible trade mark holders may apply for labels under the dot-AXA TLD that match their trade marks.

SLD — Domain name, or second-level domain, or label, or domain, refers to the individual words or characters to the left of the dot of the .AXA top-level domain such as the string "insurance" in the domain name "insurance.axa".

TLD — Top Level Domain, like dot-AXA or ".com".

TMCH — TMCH means the Trademark Clearinghouse, a service operated by Deloitte and IBM upon ICANN delegation which purpose is to facilitate the Sunrise services and claims services for trade mark rights holders.

2. - ELIGIBILITY

In order to apply for a dot-AXA SLD, the registrant will have to be a verifiable entity of AXA Group. Only the entities of AXA Group and its Affiliates are eligible to register SLD in the dot-AXA TLD. The Registry verifies all domain name registrations upon registration and renewal.

The registration of domain names in the dot-AXA TLD will be centralized and managed as detailed in Section 8.

3. - .AXA AUTHORIZED DOMAIN NAMES

Labels under .AXA can only be registered as required in the technical standards of ICANN, such as but not limited to RFC 1035, RFC 2181, RFC 952, RFC 1123, and RFC 3696.

.AXA labels can consist of letters, the digits 0 to 9, and the hyphen character. The name may not start or end with a hyphen. It must consist of at least 3 and at most 63 characters. Some examples of authorized SLDs:

     abc.axa
     2014.axa
     auto-insurance.axa

The Registry will not support International Domain Names.

The Registry will support domain names on third level, such as "france.insurance.axa".

All two-character ASCII domain names, such as "de.axa" or "ch.axa", will be withheld from registration or allocated to the registry operator. Such domain names may not be activated in the DNS, and may not be released for registration to any person or entity other than the registry operator, after agreement with the related government and country-code manager of the string.

All country names, such as "france.axa", corresponding tothe UN list of country names from the United Nations Group of Experts on Geographic Names (see Appendix 2.), will be withheld from registration or allocated to the registry operator. Such domain names may not be activated in the DNS, and may not be released for registration to any person or entity other than the registry operator, after agreement with the related government and country-code manager of the string.

4. - .AXA PROHIBITED NAMES

Prevented from registration under .AXA are labels with abusive, racist, obscene or terms related to crime or offenses. The Registry can on its own discretion remove registered labels within these terms.

Use of a domain name that is barred or prohibited by law or legal proceeding in any jurisdiction, or is considered to be defamatory will permit the Registry to revoke the domain name.

5. - .AXA GENERIC RESERVED NAMES

In accordance with ICANN and with reference to the dot-AXA Registry Agreement Specification 5, the following generic labels are reserved from registration:

– The ASCII label "EXAMPLE" shall be withheld from registration or allocated to Registry Operator at the second level and at all other levels within the TLD at which Registry Operator offers registrations.

– Names of the Intergovernmental Organisations protected upon Article 6ter(1)(b) of the Paris Convention and/or accredited by the United Nations Economic and Social Council will be withheld from registration (see Appendix 2.).

- Names from the dedicated reserved name list from the International Olympic Committee and International Red Cross and Red Crescent will be withheld from registration (see Appendix 2.).

6. - .AXA REGISTRY RESERVED NAMES

In accordance with ICANN, the Registry will set up the RNL, which is the list of labels reserved from registrations.

A first version of the RNL will be finalized 30 days prior to the Sunrise and made public in its entirety or partly to AXA entities. The RNL is further subjected to changes and may be updated upon request from the Registry.

Names entered on to the RNL will take precedence above all other applications submitted during the Launch phase and Go Live phase.

The RNL will be composed of the following name categories:

- 4 single character domains: "3.axa", "5.axa", "7.axa", "8.axa";

7. - REGISTRATION SCHEDULE

<u>Sunrise Period</u>

The Sunrise Period is the starting point of the launch of the new dot-AXA TLD. During the Sunrise phase, registration of dot-AXA domains is reserved exclusively to those entities that are eligible to register domain names under the .AXA TLD and are holders of trademarks registered in the TMCH and having a corresponding Signed Mark Data (SMD).

The pre-validated marks already registered by AXA in the TMCH are detailed in Appendix 3.

The Sunrise period will start on 18 April 2014 and will last thirty (30) days.

Disputes regarding Sunrise eligibility will be managed by the TMCH providers (see http://trademark-clearinghouse.com/dispute).

The TMCH will hear challenges to Sunrise eligibility determinations. In the event of a dispute, the Registry will adhere to decisions issued as an outcome of the TMCH sunrise dispute process (see http://trademark-clearinghouse.com/dispute).

In the event of a dispute beyond the scope of the dispute resolution procedures discussed in this Policy, the disputing parties should seek legal advice and bring an action in an appropriate international forum.

The Registry will act in accordance with any binding notice of a relevant court order or arbitration award.

<u>Golive and after</u>

In the following days after the end of the Sunrise phase, domain name applications received during the Pre-Sunrise period will be delegated.

Golive or General Availability is the final and ongoing operations phase. This means that as soon as Golive starts, any eligible registrant may register a domain name.

Eligible registrant may apply for a dot-AXA domain name following the procedures specified in the AXA Digital Governance Process by filling a Digital Permit describing their domain name request.

8. - ILLEGAL USE AND COMPLIANCE

Use of a domain name that is barred or prohibited by law or legal proceeding in any jurisdiction, or is considered to be defamatory will permit the Registry to revoke the domain name.

9. - ENFORCEMENT

The .AXA domain name registration policies include enforcement procedures and processes, in addition to those procedures that have been established in accordance with Consensus Policies such as the Uniform Dispute Resolution Policy:
- Verification of entitlement of the registrant at the time of registration of a domain name, and this on a sample basis; and
- Ongoing verification throughout the term of the domain name registration.

Furthermore, the Registry Complaints Point of Contact will handle any complaints in relation to a .AXA domain name registration, including where the complainant alleges that a particular registrant does not meet the eligibility requirements or domain name restrictions.

If, following the investigation of a complaint or an ex officio review of the registrant's compliance with the Registry Operator's policies, or insufficient proof is provided by the Registrant that all policy requirements have been complied with, the Registry shall be entitled to put the domain name on hold or even revoke the domain name.

Furthermore, the Registry may inform the public that the domain name has been previously used contrary to its registration policies.

10. - WHOIS

The data collected by registrars during domain name registration will be published in the dot-AXA WHOIS database. This information will provide the public with the ability to get in touch with the domain name holder for any reason that requires actions to be taken.

In this operation, the Registry will be compliant with applicable privacy laws.

Appendix 1. - ICANN Registry Agreement Affiliate Definition Article 2.9(c)

(c) For the purposes of this Agreement:

(i) "Affiliate" means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified, and

(ii) "control" (including the terms "controlled by" and "under common control with") means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit arrangement or otherwise.

Appendix 2. - ICANN Generic Reserved Names

The requirement for reservation of geographic names has been a part of the Registry Agreement for the past several years. The source lists of countries and geographic areas referred to in Specification 5 of the Registry Agreement are the ISO 3166-1 alpha-2 standard list of countries (http://www.iso.org/iso/country_names_and_code_elements) and the UN list of country names from the United Nations Group of Experts on Geographic Names (http://unstats.un.org/unsd/geoinfo/ungegn/docs/pubs/UNGEGN%20tech%20ref%20manual_m87_combined.pdf and http://unstats.un.org/unsd/geoinfo/ungegn/docs/26th-gegn-docs/WP/WP54_UNGEGN%20WG%20Country%20Names%20Document%202011.pdf).

The following file contains the reserved names for a) International Olympic Committee, b) International Red Cross and Red Crescent Movement, and c) Intergovernmental Organizations, for new gTLDs.

The XML file with the reserved labels can be downloaded at

http://www.icann.org/sites/default/files/packages/reserved-names/ReservedNames.xml.

Appendix 3. - Pre-validated AXA Marks in the TMCH

AXA INVESTMENT MANAGERS

AXA VOTRE SERVICE

AXA ASSISTANCE

AXA

REDEFINING / STANDARDS

SWITCH

AXA DIRECT

DIRECT SEGUROS

DIRECT ASSURANCE

REDEFINING

QUIALEMEILLEURSERVICE