

## Mission:

LANXESS is a leading specialty chemicals company with more than 50 production sites all over the world. The core business of LANXESS is the development, manufacturing and marketing of plastics, rubber, intermediates and specialty chemicals.

LANXESS considers itself a technology leader and wants to provide the best possible user experience to its customers.

The mission and purpose of the .lanxess TLD is to enhance and compliment existing and forthcoming brand strategies of the group and to provide a unique, and secure online experience to its users.

The .lanxess TLD will only be used as a domain for the LANXESS group and their affiliates. Only the LANXESS group and qualified joint-ventures will be allowed to register or control any of these second level domains.

More specifically, Lanxess' goals for the .lanxess TLD are to:

## .lanxess Registration Policies

Lanxess intends for the .lanxess TLD to be managed and operated exclusively by Lanxess and its qualified subsidiaries and affiliates. As Lanxess intends to use the .lanxess TLD for its own branding purposes, most of the registration policies will be incorporated into existing corporate policies.

Lanxess will implement the following registration policies:

1. .lanxess Domain Name Eligibility Requirements
2. Acceptable Use Policy
3. Rights Protection Mechanisms
4. Privacy

### 1. Lanxess Domain Name Eligibility Requirements

The .lanxess Domain Registration Eligibility policy sets forth guidelines for what domain names may be registered in the .lanxess TLD, as well as which individuals or entities may register or control the DNS records associated with these domains.

Lanxess proposes that only Lanxess and its qualified subsidiaries and affiliates will be allowed to request

1. Support the position of LANXESS as a premium supplier and technology leader;
2. Provide a unique and secure location for all LANXESS branded services;
3. Ensure no customer confusion regarding location or authenticity of LANXESS branded services; and
4. Provide a single location for interacting with LANXESS to the Internet community.

domain registrations in the .lanxess TLD. Lanxess will implement an internal process that will define how qualified individuals and entities can submit registration requests and the process by which such registrations will be approved and executed upon by Lanxess.

Lanxess envisions having a domain management department that will be responsible for the receipt of domain name registration requests from specially designated and approved domain name managers (Domain Managers) through a documented internal request form. Once the Domain Manager receives a registration request, an internal review will be completed to ensure the name complies with internal naming criteria and registration policies, as well as with the specifications described in the ICANN Registry Agreement. Once the name has undergone the standard review and is deemed in compliance with internal rules and procedures, the name will be approved and submitted through a 2013 ICANN Accredited

Registrar for registration.

Upon registration, only Lanxess and its qualified Affiliates and Licensees will be able to control the

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DNS records associated with domain names in the .lanxess TLD.

Lanxess reserves the right to modify its Domain Name Eligibility Requirements in its sole discretion and without prior notice, as well as the internal procedures established for requesting, approving, and registering names in the .lanxess TLD. Any changes to the Domain Name Eligibility Requirements will be reflected on <http://www.nic.lanxess/registration>. Lanxess will promptly notify its Domain Managers and .lanxess registrants of any changes to the Domain Name Eligibility Requirements. Lanxess will promptly notify Domain Managers in the event of changes to its internal registration procedures.

## 2. Acceptable Use Policy

This Acceptable Use Policy sets forth the criteria and procedures by which Lanxess ("Registry Operator") can quickly lock, cancel, suspend, transfer or take ownership of a name in the .lanxessTLD, either temporarily or permanently. The Acceptable Use policy may be invoked if a domain name in the .lanxess TLD is being used in a manner that appears to threaten the stability, integrity or security of the .lanxess Registry or in a fashion that may put the safety and security of a .lanxess registrant or user at risk. The process also allows the Registry Operator to take preventive measures to avoid criminal or security threats.

The Acceptable Use Policy may be triggered through a variety of channels, including, among others, private complaint, public alert, government or law enforcement agency outreach, or on-going monitoring by the Registry or its partners. In all cases, Registry Operator or its designees will alert the sponsoring registrar(s) about any identified threats.

The following are some (but not all) activities that may trigger rapid domain compliance:

- Phishing: the attempt by a third party to acquire personally identifiable information by masquerading as a Lanxess website.
- Pharming: the redirection of Internet users to websites other than those the user intends to visit, usually through unauthorized changes to the Hosts file on a victim's computer or DNS records in DNS servers.
- Dissemination of Malware: the intentional creation and distribution of "malicious" software designed to infiltrate a computer system without the owner's consent, including, without limitation, computer viruses, worms, key loggers, and Trojans.
- Fast Flux Hosting: a technique used to shelter Phishing, Pharming and Malware sites and networks from detection and to frustrate methods employed to defend against such practices, whereby the IP address associated with fraudulent websites are changed rapidly so as to make the true location of the sites difficult to find.
- Botnetting: the development and use of a command, agent, motor, service, or software which is implemented: (1) to remotely control the computer or computer system of an Internet user without their knowledge or consent, (2) to generate direct denial of service (DDOS) attacks.
- Malicious Hacking: the attempt to gain unauthorized access (or exceed the level of authorized access) to a computer, information system, user account or profile, database, or security system.
- Child Pornography: the storage, publication, display and/or dissemination of pornographic materials depicting individuals under the age of majority in the relevant jurisdiction.

Lanxess reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including, but not limited to, the use of computer forensics and information security technological services in order to implement the Acceptable Use Policy. In addition, Lanxess reserves the right to deny, cancel, suspend, transfer, or otherwise alter any registration or transaction, or to place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of Registry Operator as well as its affiliates, subsidiaries, officers, directors, and employees; (4) to enforce the terms of the registration agreement or (5) to correct mistakes made by Registry Operator or any Registrar in connection with a domain name registration. Lanxess also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute or

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court proceeding or (5) to enforce the .lanxess Domain Eligibility Requirements. Lanxess Reserves the right to modify its Acceptable Use Policies without prior notice and in its sole discretion. Any changes to these Acceptable Use Policies will be reflected on <http://www.nic.lanxess/registration>. Lanxess will promptly notify its Domain Managers and .lanxess registrants of any changes to its Acceptable Use Policies.

### **3. Rights Protection Mechanisms**

Lanxess is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within the .lanxess TLD. Lanxess plans to operate and maintain the .lanxess space as an extension of its current branding activities and to limit the registration and control of DNS records associated with .lanxess domain names to Lanxess and its qualified subsidiaries and licensees; therefore, it is highly unlikely that names under .lanxess infringe upon with the intellectual property rights of third parties.

Nevertheless, Lanxess plans to implement all Rights Protection Mechanisms (RPMs) as required by ICANN, including:

- Implementation of the Trademark Claims Process
- Implementation of the Uniform Dispute Resolution Policy (UDRP)
- Implementation of the Uniform Rapid Suspension (URS) mechanism

### **4. Privacy**

Lanxess will ensure that the operation of the .lanxess TLD will be consistent with Lanxess' Privacy Policy, available on its website at <http://lanxess.co/privacy-statements/>.