



Date: 28th June 2017

Dear Registrars,

Kenya Network Information Centre (KeNIC) will be rolling out the Second Level domain (SLD) from 23rd July, 2017. Registrars are requested to familiarize themselves with the dynamics around The Second Level Domain between now and the roll out date.

The registration process for Second Level Domain will be rolled out in the following phases: -

1. Sunrise Period
2. Land rush Period
3. Cooling period
4. General availability

Sunrise period

The Registry will offer an approximately Ninety (90) days sunrise period for Trademark holders whose trademarks have been registered under the Trade Marks ACT (CAP 506) Laws of Kenya, to register Domain Names similar to their trademarks.

Applications for Domain Name Registrations received during the Sunrise period will be evaluated during the subsequent Cooling-off period and Domain Names will then be allocated to eligible Applicants based on the criteria contained in the Second Level Dot KE Domain (SLD) Policy. This Policy can be accessed from KeNIC's website.

Land-rush Period.

The Registry will offer approximately Thirty (30) days Land Rush period

In the event that multiple applications for an identical Domain Name are received during the Land-rush Period, the selection criteria described below applies.

At the end of the Land-rush Period, applied-for SLD Names with a single eligible Applicant will be allocated to such Applicant. Domain Names with more than one eligible Applicant will proceed to an auction conducted by the registry between the competing Applicants and awarded to the highest bidder.

Cooling-Off period

The Registry will offer an approximately Thirty (30) days Cooling-off period immediately after the Sunrise and Land-rush Periods.

The Registry will assess whether the applications meet the eligibility criteria for the respective phases. Applications not fulfilling the criteria and were not rejected at an earlier stage will be rejected.

Eligible applications will be evaluated and prioritized according to the following principles before Domain Names are allocated:

- Sunrise applications prevail over Land-rush applications.
- Land-rush applications with multiple eligible applications are resolved by means of an auction. There is no obligation to participate in an auction. The Domain Name will be allocated to the remaining or prevailing Applicant.

Where no eligible applications for a Domain Name have been received during the Sunrise Period and multiple eligible applications were received during the Land-rush Period, the Applicant or Applicants with a trade mark registered under Trade Marks ACT (CAP 506) Laws of Kenya shall prevail.

General availability period

Approximately One Hundred and Fifty (150) days after the launch of SLDs, Domains shall be available on a first come first served basis.

Any dispute with regard to a domain name shall be referred to mediation under the ADRP.

The regulating document for the above explained process is The **Second Level Dot KE Policy document**. (Please find it on Kenic.or.ke)

SECOND LEVEL PRICING

The Board approved the following prices that will apply in Second Level Domain registration phases as listed below: -

Prices to registrars: -

- | | |
|-------------------------|------------------|
| 1. Sunrise | KES 7,000 |
| 2. Land-rush | KES 6,000 |
| 3. General Availability | KES 5,000 |

The approved recommended retail price (RRP): -

- | | |
|-------------------------|-------------------|
| 1. Sunrise | KES 10,000 |
| 2. Land-rush | KES 9,000 |
| 3. General Availability | KES 8,000 |

Please kindly take note of the following timelines: -

1. Sunrise Period Starts from **23rd July 2017** for three (3) months till **22nd October 2017**
2. Land-rush period starts one (1) month after Sunrise period that is on: - **23rd October 2017** to **22nd November 2017**
3. General Availability starts after Cooling period that is one hundred and **fifty (150) days** after the launch of Second Level Domain

Your account managers will be visiting you for further discussion.

Thank you for your continued support.

Yours Faithfully,

For: KENIC

Abdalla Omari

CHIEF EXECUTIVE OFFICER