

**Registry Operator Information for Forum’s Sunrise Dispute Resolution Policy**

Thank you for considering the Forum’s Sunrise Dispute Resolution Policy (“SDRP”). We have carefully crafted this policy to cover the required elements in the Applicant Guidebook and to provide options for Registries offering additional TLD Criteria. We have posted our Policy and Rules for your review, as well as a Fee Table and Memorandum of Understanding.

***We respectfully request your business.***

We have earned the trust of the domain name community as a fair and efficient administrator. Our panelists are at the top of their field. We have been a solid, integral part of the ICANN Community for over 13 years. We ask Registry Operators to consider outsourcing the Applicant Guidebook-required Sunrise Dispute Policy to the Forum. Our pledge to you is in our Memorandum of Understanding.

We have built our SDRP on our proven UDRP platform to make the process as familiar as possible for parties. Cases will be handled electronically and some timelines are shortened to speed up the process for the Sunrise period. We will still appoint neutral panelists to hear the disputes, but SDRP panels will be customized to the needs of the TLD (based on considerations such as community, geography, culture, or language).

We have cut costs wherever possible to provide the most economical, yet reliable and neutral process. Our fee table reflects the ability to be a little flexible on pricing. We encourage you to contact us with questions at [tldprograms@adrforum.com.](mailto:tldprograms@adrforum.com)

Finally, we are also excited to announce our new Registration Eligibility Dispute Resolution Policy. It is a modular policy that we will be rolling out in the next week or two that offers an ongoing dispute resolution policy for Registries with TLD Criteria (such as a nexus requirement or other registration eligibility requirements that are not necessarily trademark-based). We hope you will consider adopting this policy as part of your total dispute resolution package.

***What to do if you would like to adopt the Forum SDRP:***

**Review the SDRP Policy and Rules.** Consider if you wish to adopt only the trademark-focused Policy Paragraph 2(a), as required by the Applicant Guidebook, or if you would like to also provide a dispute mechanism for parties contesting a Sunrise Registration based on certain other criteria. (Policy paragraph 2(b)). You can also adopt a dispute mechanism that offers a review of a Sunrise Registration rejection. (Policy paragraph 2(c)).

**Review the Memorandum of Understanding.** It defines what we pledge to you and it gives us the assurance that you will not second-guess our decisions (which could undermine the whole process).

**Review the Fee Table.** We provide fee options for both open and closed TLDs.

There is a one-time set-up cost for utilizing the Forum as an SDRP Provider. This fee may vary based on the level of customization required.

Once you have reviewed the documentation, please contact us with any questions, or to let us know you want to get in on the Forum’s SDRP. We can be reached at [tldprograms@adrforum.com](mailto:tldprograms@adrforum.com) or by calling 952-516-6538 for more information.