



Domain Name Registration and Use Policy for “.VANA”

Lifestyle Domain Holdings, Inc., (“LDH”) is a wholly owned subsidiary of Scripps Networks Interactive, Inc. (“SNI”), a leader in lifestyle media with famous brands such as Food Network, Cooking Channel, HGTV, and DIY Network, to name just a few. LDH will serve as the Registry Operator of the string .VANA and SNI and its Affiliates, as defined in the Registry Agreement [link here] , shall be the sole registrant. This means domain names in VANA are not open to the public for registration.

Registry Operator intends to operate the Dot VANA top level domain as a closed registry with SNI and its Affiliates, as defined in the Registry Agreement, as the sole registrant. The goal of the proposed gTLD is to provide SNI and its family of brands the opportunity to extend the digital experience to its consumers and users through a dedicated and authentic domain space for SNI products and services, content, social and sharing platforms, shopping and other integrated online digital experiences for the benefit of Internet users. This specialization provides a mechanism by which SNI can easily link its products, services and countries of operation. This will allow SNI to actively manage the introduction and phase out of second-level domain spaces for new or retiring products, services, content and digital experiences to the benefit of Internet users in a trusted and authentic environment.

Members of the public will not be able to register domain names in this new gTLD. Registration will be managed by Registry Operator and its parent company, SNI, and only a limited number of designated SNI personnel or designees will be able to register domain names. If multiple parties affiliated with SNI express an interest in registering the same domain name, the designated personnel will make the decision regarding which internal party’s registry and use of the domain name is a higher business priority for SNI and its family of lifestyle brands. SNI may, in its sole discretion, elect to license registrations within this space to, *inter alia*, appropriate corporate divisions, subsidiaries, affiliated and/or third party authorized licensees.

Except for those provisions not applicable to a Specification 9 exempt registry, Registry Operator will abide by all policies, rights protection mechanisms and registration procedures as set forth in the Registry Agreement.

<https://www.icann.org/resources/agreement/cityeats-2014-12-11-en>

<https://www.icann.org/resources/agreement/lifestyle-2014-12-11-en>

<https://www.icann.org/resources/agreement/living-2015-07-30-en>

<https://www.icann.org/resources/agreement/vana-2014-12-11-en>