

We've had our best quarter ever in Q1. We want to do our part and help make Q2 even better! Therefore, we are continuing our Q1 Promo offering it.com domain names for an effective wholesale price of \$10.00 for the first year until June 30, 2024.

The program is an Agreement that gives you an instant \$15.00 off for each registration sold during the Quarter. Our regular wholesale price is \$25.00 per year. The only requirement is to commit to any three of the Promo Activities from the list below during the Quarter. Please fill in the Partner Section and choose three promo activities:

Q2 – Apr 1st through Jun 30th 2024			
Partner Section		it.com Section	
Promo Contact		Promo Contact	Andrey Insarov
Email:		Email:	help@it.com
Title:		Title:	CEO
Effective Date:			
Address:		Address:	20 Hammersmith Broadway, London, United Kingdom, W6 7AF
(Signature)		(Signature)	<i>Andrey Insarov</i>

Promo Activities to Choose From - Please Check off a Min of Three Promo Activities Below

Pricing Discount Type: Instant Discount for the Quarter Upon Agreement
Promotion Term: Three Months, Q2 - Apr 1st through Jun 30th 2024

<input type="checkbox"/>	Search Results	Feature it.com among the top ten suggested in search results.	Min: One out of three months
<input type="checkbox"/>	Website Visibility	Display it.com on your home page via banner or ad space.	Min: One out of three months
<input type="checkbox"/>	Social Networks	Social Network Campaign (one related to IT and one related to Italy)	At least 2x on 2+ SNs the end of the quarter
<input type="checkbox"/>	Blog Campaign	Write a blog post featuring it.com domains. (one related to IT and one about Italy)	At least 2x the end of the quarter.
<input type="checkbox"/>	Email Promo	Promote it.com in your email newsletter	At least 1x the end of the quarter.
<input type="checkbox"/>	Landing Page	Build a dedicated landing page for it.com	Before the end of the quarter.
<input type="checkbox"/>	Discounts	Pass along a discounted price for it.com	By the end of the quarter.
<input type="checkbox"/>	Trade Shows	Feature it.com at a trade show or co-sponsor a mutually agreed IT-related trade show with it.com	Any time during the quarter.
<input type="checkbox"/>	Web Training Session	Let us train a group of your employees or contractors on the it.com opportunity	Any time during the quarter.
<input type="checkbox"/>	Special it.com Gift Promos	We offer various promos related to gifts to registrants. Discuss with your rep.	Any time during the quarter.

Please let us know if you have any questions or feedback.

Discount Per 1st Year Domain Registration: USD 10.00

Upon completion of this form, it.com shall change your wholesale pricing to the amount specified.

Registration Fee

- Per domain **first-year discount: USD 15.00.**
- The discount brings the effective **1st-year wholesale price to \$10.00.**
- Partners can decide the retail price.

Requirements:

1. Discounts will apply to domains registered up until the end of the Promotion Term.
2. The promotion applies only to the first year of multi-year registrations.
3. The discount does not apply to premium names.

Other Conditions

The Partner shall monitor registrations made during the promotion period to ensure there are no abusive registrations, including but not limited to the following:

- Unusually high volumes of registrations from a single user;
- Extraordinarily high volumes of registrations containing patterns of random strings;
- Registrations detected by a third party as potentially being used for spam, malware or other usages that contravenes the .it.com Tos and Abuse Policy.

If the Registry detects such usage and the Partner takes no corrective action, the Registry reserves the right to terminate the contract or retroactively apply standard pricing.

TERMS

This AGREEMENT ("Agreement") is made and entered into, as of the Effective Date, between it.com, and the Partner, hereinafter referred to collectively as the "Parties" and individually as a "Party." By signing up for this promo, Partner agrees to the Terms below and in the Promo.

RECITALS

WHEREAS, Partner intends to promote it.com domains to maximise sales of .it.com in consideration of certain support from it.com as specified hereinafter, and it.com intends to supplement such promotion;

NOW, THEREFORE, in consideration of the mutual covenants and other good and valuable consideration hereinafter set forth, the receipt and sufficiency of which is hereby acknowledged, the Parties hereby agree as follows:

1. THE PARTIES OBLIGATIONS

The Parties' obligations are set forth in the Attachment(s) to this Agreement. Attachment 1 contains the value and consideration given for this promotion. Attachment 2 is for the Partner's use, but not exclusively, in marketing campaigns.

2. CONFIDENTIALITY

A Party's "Confidential Information" is defined as any confidential or proprietary information of a Party ("Disclosing Party") that is disclosed to the other Party ("Recipient") in writing marked confidential or, if disclosed orally, is identified as confidential at the time of disclosure. The terms of this Agreement shall be deemed Confidential Information. Each Party will hold the other Party's Confidential Information in confidence and will not disclose such Confidential Information to third parties nor use the other Party's Confidential Information for any purpose other than as required to perform under this Agreement. Such restrictions will not apply to Confidential Information which (a) is already known by the Recipient, (b) becomes publicly known through no act or fault of the Recipient, (c) is received by the Recipient from a third party without a restriction on disclosure or use, or (d) is independently developed by Recipient without reference to the Confidential Information. In addition, the restriction on disclosure will not apply to Confidential Information which is required to be disclosed by applicable laws, a court order, government agency order, regulatory requirement, or similar disclosure requirement, provided that the Recipient will first notify the Disclosing Party of such disclosure requirement or order and use reasonable efforts to obtain confidential treatment or a protective order. The Parties' respective obligations hereunder will survive the expiration or early termination of this Agreement for a period of three (3) years. Upon termination of this Agreement, the Recipient will return to the Disclosing Party all Confidential Information of the Disclosing Party and all documents or media containing any such Confidential Information and any and all copies or extracts thereof.

3. TERM AND TERMINATION

The Parties intend for this Agreement to become legally enforceable starting on the Effective Date, and it will remain in effect until the end of the quarter. The Agreement may be terminable:

(i) if a party materially breaches this Agreement and does not cure such breach within thirty (30) days following written notice thereof from the non-breaching Party; (ii) by mutual written Agreement; or (iii) by either Party for convenience upon thirty (30) days prior written notice. All licenses granted hereunder shall terminate upon expiration or termination unless such

licenses are expressly stated as surviving. Neither Party hereto shall be liable to the other Party for failure to perform its obligations hereunder due to Force Majeure. Clause 2 ("**CONFIDENTIALITY**"); the "survival" portion of Clause 3; 4 ("**LIMITATION OF LIABILITY**"); and 5 ("**GENERAL**") will survive the expiration or early termination of this Agreement.

4. **LIMITATION OF LIABILITY**

TO THE EXTENT ALLOWED UNDER MANDATORY LAW, AND WITH THE EXCEPTION OF INDEMNIFICATION AND CONFIDENTIALITY OBLIGATIONS. EITHER PARTY SHALL ONLY BE LIABLE WHERE GROSS NEGLIGENCE OR WILLFUL MISCONDUCT IS PROVEN. IN NO EVENT SHALL EITHER PARTY BE HELD LIABLE FOR ANY SPECIAL, INDIRECT, CONSEQUENTIAL, PUNITIVE, EXEMPLARY, OR INCIDENTAL DAMAGES OR LOSS OF PROFITS OR BUSINESS INTERRUPTION, WHETHER CONTRACTUAL, BASED ON TORT (INCLUDING NEGLIGENCE) OR OTHERWISE ARISING, RESULTING FROM OR RELATED TO REGISTRATION OR USE OF A DOMAIN NAME OR TO THE USE OF THE REGISTRY SYSTEM OR REGISTRY WEB SITE, EVEN IF IT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGES, INCLUDING BUT NOT LIMITED TO DECISIONS TAKEN BY THE PARTY TO REGISTER OR NOT TO REGISTER A DOMAIN NAME ON THE BASIS OF THE APPLICABLE RIGHTS PROTECTION MECHANISMS AND PROCESSES. TO THE EXTENT ALLOWED UNDER MANDATORY LAW, THE PARTIES' LIABILITY FOR DAMAGES SHALL, IN ANY CASE, BE LIMITED TO THE FEES CHARGED BY THE REGISTRY TO THE REGISTRAR OF RECORD IN RELATION TO THE DOMAIN NAME TRANSACTION CONCERNED.

5. **GENERAL**

This Agreement does not create, and nothing contained in this Agreement will be deemed to establish a joint venture between the parties or the relationship of employer-employee, partners, principal-agent, or the like. Further, neither Party will have the power to bind the other without the other's prior written consent nor make any representation that it has any such power. If any provision herein is held to be invalid or unenforceable for any reason, the remaining provisions will continue in full force without being impaired or invalidated in any way. The parties agree to replace any invalid provision with a valid provision that most closely approximates the intent and economic effect of the invalid provision. Headings are for reference purposes only and in no way define, limit, construe, or describe the scope or extent of such section. If performance hereunder (other than payment, unless in respect of force majeure) is interfered with by any condition beyond a party's reasonable control, the affected Party will be excused from such performance to the extent of such condition. This Agreement, including all documents referred to herein, sets forth the entire understanding and Agreement of the parties and supersedes any and all oral or written agreements or understandings between the Parties. This Agreement may be changed only in writing and signed by both Parties. The waiver of a breach of any provision of this Agreement will not operate or be interpreted as a waiver of any other or subsequent breach. Neither Party shall assign, transfer, sub-license, or sub-conduct any of its rights or obligations under this Agreement to a third party without the prior written consent of the other Party. This Agreement shall be construed in accordance with and governed by the laws of the United Kingdom. Any and all disputes arising out of or in connection with this Agreement will be finally settled in London by arbitration.

Co-Marketing Ideas

it.com Brand Guidelines, Marketing, and Positioning Suggestions

We welcome your suggestions and ideas about best marketing it.com domain names. Below are tips about what we are finding works best.

How to Express the it.com Domain on Your Website, Landing Pages, Social Networks, and Email

The it.com domain name is highly versatile and can be positioned in several ways. We suggest presenting the domain name in lowercase to reduce confusion between the uppercase expression of the letter i (I) and the lowercase L (l). It can be capitalized at the beginning of a sentence. Still, we often express it as "**The it.com domain name...**" when describing the domain name so that it can be expressed in lowercase without breaking capitalization rules 😊.

LogoTypes

Our launch package offers an excellent set of logotypes for various backgrounds in .png and .svg formats. However, we ask that the logo always be presented using our standard blue color on a white background or vice versa (hex color #16184c or PANTONE color 2766 C).

Reasons Why Third-Level Domain Names (tlds) Should be Promoted

Third-Level domains have been part of the Internet since its inception. They align with the original intent of the hierarchical structure of the DNS and the Internet pioneer's idea of how domains would work. They are compatible with apps worldwide and have no problems regarding Universal Acceptance (UA). They work with email clients and apps worldwide with little or no modification.

Third Level Domains are Universally Accepted

Consumers face no problems using Third-Level-Domain. Jon Postel is one of the Internet's fathers, especially regarding the DNS system. In his October 1984 introduction of RFC 920, called "The Purpose of Domains, he wrote that the DNS should work as follows:

"The domain system is a tree-structured global name space that has a few top-level domains. The top-level domains are subdivided into second-level domains. The second-level domains may be subdivided into third-level domains, and so on."

The above quote describes precisely what we allow you to offer in the it.com domain name! We expand the namespace on the Internet exactly how it was meant to be developed.

We conservatively estimate that at least six million **developed** domain names worldwide host their websites on domains like it.com (third-level domains). Moreover, these domains are compatible with ALL email servers and applications (many TLDs still are not).

Content Ideas for Marketing, SEO, and Sales Copy

The initials "IT" can stand for many things. Primarily we suggest targeting the global "Information Technology" audience. IT is often expressed globally as ICT or CIT (for Information, Communication, and Technology). But the acronyms are interchangeable and understood universally.

The IT employment sector is a highly-paid audience interested and capable of purchasing domain names, often in bulk. They are also Internet savvy and in need of good domain names. By offering the it.com domain, you will find large, lucrative audiences.

Below, we offer ideas and information for sales copy regarding:

1. The IT Employment Sector
2. IT Abbreviations
3. IT Acronyms

Feel free to use the copy shown in this document, or something similar, on your websites, landing pages, emails, or social networks.

IT Employment Sector

The worldwide full-time employment in the IT sector was projected to reach 55.3 million in 2020 (pre-corona estimation), an increase of 3.9 percent over 2019. Software developer/engineer, user support specialist, and systems analyst are three major job roles in the IT industry.

IT Pay

IT is one of the most in-demand and highest-paid professions in the world. The average salaries for IT professionals range from tens of thousands to over a hundred thousand dollars, depending on the region. Cloud computing is one of the most rapidly adopted technologies in today's information world, and those who work in this field are among the highest-paid IT professionals. Google's Professional Cloud Architect certification was the highest-paying certification among IT professionals worldwide in 2020.

Growing Demand for IT Professionals

The IT industry is booming, and there is a growing demand for IT professionals. With the widespread adoption of digital technologies, companies need skilled IT workers to help them stay ahead of the curve. As a result, there is a great demand for IT professionals and the different sub-fields within the industry.

Technology manufacturing, telecommunications, internet services, software publishing, and many other industries are part of the IT sector. There is an excellent opportunity in the field and the different sub-fields. The demand for IT professionals will only grow in the coming years.

Reasons to Use an it.com Domain Name

The it.com tld opens up the namespace:

- Clients don't have to accept leftovers in well-mined gTLDs!
- There is a wealth of great domain names to claim.
- They can get short and easy-to-remember domains no longer available under .com.
- Simple pricing - The suggested retail price is only \$49 per year.
- An enormous range of short, one-word domain names is available that would cost a fortune to acquire under .com.
- The it.com domain name can be used to establish a new international brand.
- The it.com domain name is easy for an audience to remember.
- Clients get all of the advantages of a trusted domain for SEO.
- These domains operate in the existing, accepted root.
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And Then There is Italy!

- Our Registrars are finding great acceptance in the Italian market
- The population of Italy is 60,317,000 +
- Clients using Top-level .it domain names can capture lost traffic by registering the .it.com version since users in other countries may not be familiar with .it (they often type in it.com).

it.com Registration Policies

Domains may be registered in terms from 1 to 10 years. it.com Domains can:

- Be registered in strings with a minimum of 1 and a maximum of 63 characters.
- Begin or end with a letter or a number.
- Use all English characters (a through z), numbers (0 through 9), and dashes (-).
- Be registered by private parties, businesses, and organizations for legal reasons.
- Be registered using standard IDN strings.

Domains cannot:

- Begin or end with a dash.
- Include spaces.

DNSSEC - The .it.com zone is signed and can be used for sites utilizing DNSSEC, SSL Certificates, and Cookies with no issues. It is listed on the Public Suffixes List (PSL), and recognized by all common browsers in use.

25 Acronym Definitions for it.com

- IT Information Technology
- IT Internet Technology
- IT Insurance Technology
- IT Italy (Including Sardinia & Sicily)
- IT International Trade
- IT Individual Training
- IT Item
- IT Institute of Technology
- IT Investment Trust
- IT Innovative Technology
- IT Information Theory
- IT Income Tax
- IT Individual Therapy
- IT Instructor
- IT Instructional Technology (educational technology)
- IT Institutional Training
- IT Information Systems Technician (US Navy Rating)
- IT Italic (linguistics)
- IT Immunotherapy
- IT Intermittent Therapy
- IT Intercity Transit
- IT Incentive Training (US DoD)
- IT Improved Touring (racing forum)
- IT Inspection Traveler
- IT International Technology Division
- IT Increasing Term Rider (life insurance)

Information Technology Expressed in 45 Languages

The expression IT is used and recognized globally in no less than 45 languages, which will help you to sell it.com domains all over the world. Some languages reverse the order of words, but in most cases, they still recognize the meaning of the letters, IT. See the examples below:

- | | |
|---|---|
| 1) Afrikaans - inligtings tegnologie | 24) Italian - tecnologia dell'informazione |
| 2) Albanian - teknologjia e informacionit | 25) Javanese - teknologi informasi |
| 3) Azerbaijani - informasiya texnologiyaları | 26) Latvian - informāciju tehnoloģijas |
| 4) Basque - informazioaren teknologiak | 27) Lithuanian - Informacinės technologijos |
| 5) Belarusian - інфармацыйная тэхналогія | 28) Luxembourgish - Informatiounstechnologie |
| 6) Bosnian - informacione tehnologije | 29) Maltese - informazzjoni teknoloġika |
| 7) Catalan - tecnologia de la Informació | 30) Norwegian - informasjonsteknologi |
| 8) Corsican - tecnulugia infurmazione | 31) Polish - technologia informacyjna |
| 9) Croatian - informacijska tehnologija | 32) Portuguese - tecnologia da Informação |
| 10) Czech - informační technologie | 33) Romanian - tehnologia de informație |
| 11) Danish - Informationsteknologi | 34) Russian - информационные технологии |
| 12) Dutch - informatie Technologie | 35) Scots Gaelic - teicneolas fiosrachaidh |
| 13) Estonian - infotehnoloogia | 36) Serbian - информацияна технологија |
| 14) Filipino - teknolohiya ng impormasyon | 37) Slovak - informačné technológie |
| 15) Finnish - tietotekniikka | 38) Slovenian - Informacijska tehnologija |
| 16) French - informatique | 39) Spanish - tecnologías de la información |
| 17) Frisian - ynformaasje technology | 40) Swedish - informationsteknologi |
| 18) Galician - tecnoloxía da Información | 41) Sundanese - Téknologi informasi |
| 19) German - Informationstechnologie | 42) Tatar - Информацион технология |
| 20) Greek - ΤΕΧΝΟΛΟΓΙΑ ΤΗΣ ΠΛΗΡΟΦΟΡΙΑΣ | 43) Ukrainian - інформаційні технології |
| 21) Hungarian - információs technológia | 44) Welsh - Technoleg Gwybodaeth |
| 22) Indonesian - teknologi Informasi | 45) Yiddish - אינפֿארמאַציע טעכנאָלאָגיע |
| 23) Irish - teicneolaíocht Faisnéise | |

The Time is Right to Offer it.com Domain Names!

The it.com domain name offers a unique opportunity to grow your business right now. New TLDs are no longer new; the next round has been coming every two years for the past eight years. Take advantage of this. It's a great domain name, with a vast, global audience, at a time when not much else is happening. Why spend time preparing for a new TLD you may or may not ever see? The it.com domain name is something you can profit from right now!

About Intis Telecom and the it.com Domain Name

The it.com domain name is backed by Intis Telecom, a trusted international telecom company with UK, US, and Hong Kong offices. They also have representatives in Germany and Israel.

The it.com domain name will open the door to a world of opportunities for customers, both old and new, delivering a practically unlimited set of meaningful domain names that can boost the brand presence of those who invest in them.

Contacts:

Head Office:

Intis Telecom
20 Hammersmith Broadway
London, W6 7AF
United Kingdom
Email: info@it.com
Phone: +44 (0) 739 2000 000

Other Offices:

Intis Telecom Inc. 19 Cornell St.
Staten Island, NY, 10302-2010
United States
Phone: + 1 646 893 7766
Email: info@it.com

In the US:

Joe Alagna
Phone: +1 951-313-7200
Email: joe@it.com

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Intis Telecom Pacific Limited (因季斯電訊太平洋有限公司)
One Capital Place, 18 Luard Road Wan Chai,
Hong Kong, 999077
Phone: + 852 3 7027 698
Email: info@it.com

Sources:

- Statista, Inc.
- Acronyms from The Free Dictionary
- Language Information from Igor Katsevi, in [different languages.com](http://differentlanguages.com)
- RFC 920 - <https://www.rfc-editor.org/rfc/rfc920>