APPLICANT AUCTION BIDDER INSTRUCTIONS

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ApplicantAuction

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NEED HELP OR HAVE QUESTIONS?

BEFORE THE AUCTION

Contact us before the auction:
live.applicantauction.com
@ApplicantAuc
info@applicantauction.com

DURING THE AUCTION

Contact us during the auction:
support@applicantauction.com
+852 8193 1415
+1 415 890 6063 (9 am to 8 pm ET.)

The day of the auction, the Innovative Auctions Limited (IAL) team is available from 9 am to 8 pm ET. Questions during the Auction should be submitted using the Auction System's Messages tool, whenever possible.

PURPOSE OF THIS GUIDE

This guide will walk you through the online bidding process and explain the Auction Rules and the Auction Software System procedures for the upcoming Applicant Auction. You will also find a quick reference guide, troubleshooting tips, FAQs and a glossary of terms.

Note that the Auction Term Sheet included in the Auction Agreement prevails if there are any discrepancies between the two documents. Also, this guide's illustrative examples should not be considered factual. Numbers and other data are solely for illustrative purposes.

WHAT IS INNOVATIVE AUCTIONS LIMITED?

Innovative Auctions Limited is a premier provider of online auction systems and auction facilitation services. Our team has over 12 years of experience with high-stakes auctions, and has been involved in over 100 auctions in a variety of functions ranging from auction design and software development to provision of software-as-a-service, auction administration, training, and stakeholder communication.

WHAT IS AN APPLICANT AUCTION?

Innovative Auctions Limited is the Facilitator for the Applicant Auction, a private auction for resolving ICANN gTLD string contentions. Based on the auction design developed by our partner Peter Cramton, we provide an online auction system that allows gTLD applicants to resolve contention in a fair, transparent, and efficient manner.

SOFTWARE REQUIREMENTS FOR AUCTION PARTICIPATION

To participate in the auctions you will need a standard PC with an Internet browser with a minimum of 128-bit SSL security connected to the Internet. The recommended configuration is as follows:

- Access to the Internet
- Mac OS or Windows (7/Vista/XP) system
- 1.6 GHz processor or higher
- Google Chrome; Internet Explorer 10; or Mozilla Firefox (a recent version) web browser. Chrome is highly recommended.

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- 1280x1024 screen resolution or higher

Ensuring Maximum Security

Contact your IT Department to obtain a clean installation of a recommended web browser on a system free from spyware to minimize any difficulties and to ensure maximum security.

Ensure that you have installed the latest service pack and security patches for your operating system and the most recent version of your web browser.

Innovative Auctions uses Secure Sockets Layer (SSL) technology to ensure that all transmissions are secure.

Test Your System in Advance

It is your responsibility to test your system. We suggest running a test of your system at least one day before the live Auction starts.

Arrange for a Back-Up Plan for Failing Internet

Your primary Internet access can fail in the middle of an auction. We recommended that you also set up a secondary way to connect to the Internet. If you have access to a cellular data connection or another alternative, you will to be able to continue bidding in the event that your primary Internet access fails.

Under exceptional circumstances, if a Bidder is unable to submit bids using the online Auction System, then the Bidder may be permitted to submit bids directly to the Auction Manager by telephone. This will **only** be considered in emergency situations, after both primary and secondary Internet access fail, and the Auction Manager is under no obligation to accept any bids over the phone.

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WHEN, WHERE, AND HOW DOES THE APPLICANT AUCTION TAKE PLACE?

The date of the auction has been announced in a separate document. The Facilitator will announce the schedule for the rounds to the Bidders no later than 2 days after the Auction Agreement takes effect.

The Auction will be conducted over the Internet. Each Bidder can appoint one or more signatories authorized to bid in the auction, who will each be given a username and password to access the online Auction System. The day of the auction, go to: https://live.applicantauction.com/auction/.

The Auction is facilitated by Innovative Auctions Limited (IAL). IAL will determine bid increments, auction schedule and provide support for Bidders via the online messaging tool or by telephone during the online Auction.

HOW LONG DOES THE AUCTION LAST?

The Auction will consist of a number of rounds. The duration of the auction is not predictable because the number of rounds cannot be determined in advance of the Auction; however, auctions generally take several business days. If you do not wish to actively participate for the entire auction, you can simply enter your best bid at any time, and it will remain in effect until the auction is over.

Each round of bidding is followed by a Recess period, during which the preceding round's results are posted. The first round will last at least 12 hours. Rounds after the first are typically 20 minutes long, alternating with 10-minute recess periods.

RECESSES

After each round closes, there is a recess before the start of the next round. During the recess, the Facilitator will post the results of the preceding round as quickly as possible.

During the recess, each Bidder is informed for each Contention Set whether bidding for the Contention Set will continue in the next round, whether it has "Won" the Contention Set, or whether the Contention Set has "Sold" to another Bidder.

If the Contention Set is Sold, the Winning Bidder will be informed that it has won the Contention Set which will be designated "Sold," and other Bidders for that Contention Set will be informed which Bidder won and at what Winning Price.

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Schedule Changes

During the Auction, the Facilitator may change the schedule at any time, provided that all remaining bidders are notified of the change through an announcement in the auction system. If the change causes any rounds to end sooner than previously scheduled, the notification must be sent no less than two hours in advance of the soonest round ending time that has changed. If less than two hours notice is given, the change requires approval from all remaining bidders, through the Auction Message system.

We recommend that you also monitor the Auction Schedule following the close of a round.

Prices and Numerics

The Auction System uses American English and American English numeric symbols. This means that the decimal mark is a dot, **not** a comma. All prices are multiples of a thousand US dollars.

A Bid is effective as soon as it is placed

Bidders are permitted to submit a Bid at any point during a Round, until that round closes. A bid is effective (and becomes the "Standing Bid" for the Bidder for the Contention Set) as soon as it is placed. Bidders are free to modify their bids, subject to the constraints of the "Bidding Rules", until the conclusion of each round. Bids that are in place at the time that the Round closes are considered to be the final Bids for that Bidder for that round.

No information will be provided to Bidders during the round about the aggregate demand corresponding to the bids placed in the current round — results are only provided once the round has ended, during the recess.

Bids by Telephone

Under exceptional circumstances, if Bidders are unable to access or use the online Auction System, they may be allowed to submit bids by telephone; the Auction Manager will validate these bids according to the same criteria as bids submitted via the Internet. Bids submitted by telephone are accepted at the Auction Manager's discretion. The Auction Manager is under no obligation to accept any bids received by telephone.

Verifying your Bids

At any time, you may use the auction system to generate a Bid Confirmation Form, which details all your Standing Bids at the time it is generated. This will allow you to check submissions and print copies for your records. If, after generating a Bid Confirmation Form, you make any changes to your bids on the auction system, you may print a revised Bid Confirmation form. The Bid Confirmation Form is for your own purposes. Printing the bid history is **not** a required step in the bidding process.

Standing Bids

You do not need to bid during every Round on a Contention Set to remain in the Auction; if your Standing Bid exceeds the round's Minimum Price to Continue, it remains fully active and you will be eligible to bid in the next round if the auction continues into the next round for the Contention Set.

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Continuing Contention Sets

When bidding in a Contention Set will continue in the next round, all Bidders will be informed of: the Minimum Price to Bid; the Minimum Price to Continue for the next Round; and the Aggregate Demand at the Minimum Price to Bid. For each Contention Set, the Minimum Price to Bid is always equal to the previous round's Minimum Price to Continue. In all cases, you will be able to view your own Standing Bids.

Minimum Prices

Following the posting of the results from the previous round, the Minimum Prices to Continue for the next round will be announced as soon as possible.

The Auction Manager sets the Minimum Price to Continue at its discretion, subject to the constraint that the difference between the Minimum Price to Continue of any round and the Minimum Price to Bid for that round (the "Increment") may not be greater than the Maximum Increment for the Contention Set. The Maximum Increment for a Contention Set is initially equal to $100,000 times the number of Applications for that Contention Set, capped at $500,000 for Contention Sets with 5 or more Applications.

At any time, the Auction Manager may propose a higher Maximum Increment for a Contention Set. The proposed change will be communicated to all participants via the auction-messaging tool, and responses must be received through the same system. If all remaining Bidders for a Contention Set agree, the Maximum Increment will be raised for that Contention Set for the remainder of the auction.

The process will continue for subsequent rounds, as shown in Figure 1 above.

Auction Concluded

The Auction is concluded when each Contention Set has Sold. When a Contention Set is Sold, the Winning Bidder will be informed that it has won the Contention Set, and the Contention Set will be designated "Sold." Other Bidders for that Contention Set will be informed which Bidder won and at what Winning Price.

Winning Price

The Auction has been designed so that you need only determine the highest amount you are willing to pay and enter this as your Bid. If you win, you only pay as much as necessary to win, which is generally less than the amount you bid. The highest Bidder wins, but pays the price from the highest Bid that did not win, or $0 if there were no other bids. The winning Bidder's Bid, therefore, does **not** determine the price paid.

The Winning Price is the second-highest price bid. If only one bidder enters a bid for the Contention Set then the Winning Price is $0. Other Bidders are **not** informed of what the Winner's Bid was; the second-highest bid sets the Winning Price, which is then made visible to all Bidders in the Contention Set.

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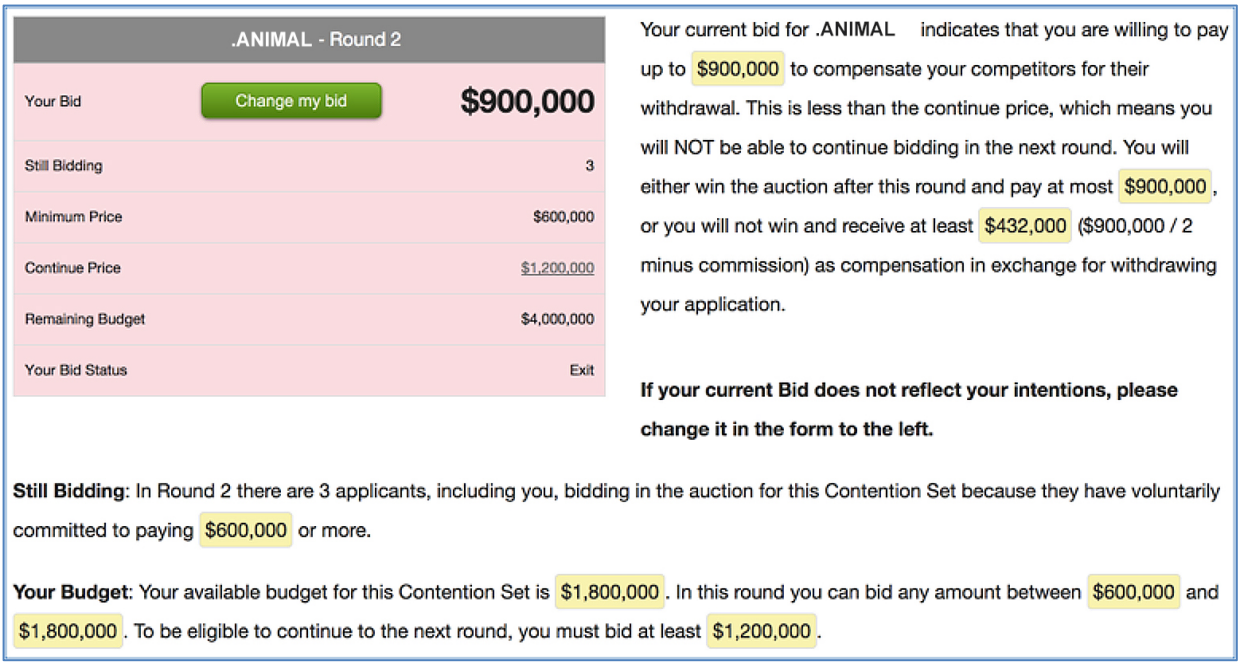
1. During each Round, you can revise your bid for each Contention Set in which you are still eligible to bid. If you would like to remain eligible to win a Contention Set, you must "Continue" by having a Bid with a Price that is greater than or equal to the Minimum Price to Continue. If your Bid for a Contention Set is less than the Minimum Price to Continue for that Contention Set, you will exit for that Contention Set at that Price, and may no longer bid for the Contention Set in future Rounds. If you exit for a Contention Set, you can still win if the other Bidders also exit during this round and if none of their bids are higher than yours.

   The screenshot below (Figure 3) shows an example of an exit bid. This is the bidding screen you will see if you are only bidding for one Contention Set. If you are bidding for more than one Contention Set, you can view this screen by clicking on the "Details" link for a Contention Set.

FIGURE 3: EXIT BID EXAMPLE



2. After each round, a Contention Set becomes Sold if there is at most one Bidder with a bid greater than or equal to the Minimum Price to Continue of the round for which results were just posted. When this happens, the Winner of the Contention Set is the Bidder who placed the highest bid. The price the Winner pays is the Winning Price, as defined above. The Winner is the "Buyer" and the other Bidders for the Contention Set are the "Sellers."

3. Rarely, two or more Bidders exit on a Contention Set with a Bid at the *exact same* highest Price, with no other Bidders Continuing to the next round; in this situation, the Minimum Price to Continue for the round is changed to the price at which the tie occurred, and the tied bidders will be able to bid again in the next round. If there is a second tie, one Bidder will be selected at random by the software to be the Winner and, as usual, the Winning Price will be the highest bid that did not win (in this case, the Winning Price is the Winning Bid).

4. If more than one Bidder's bid for a Contention Set matches or exceeds the Minimum Price to Continue of the previous round, then the bidding for that Contention Set continues in the next round. Only Bidders whose bids were at least the Minimum Price to Continue of the previous round are eligible to bid in the next round. These Bidders cannot withdraw their bid from that Contention Set; they may only modify their bid (the Price of the

modified bid must be at least the round's Minimum Price to Bid). As stated earlier, a bid for less than the Minimum Price to Continue can still win if it is the highest bid for a Contention Set.

5. For Bidders who are bidding on multiple Contention Sets in the auction event, the software also calculates a Total Commitment for Prices bid value, which is shown on the Bidding screen.

6. The Total Commitment for Prices bid is the sum of the Bidder's active bids for each Contention Set. This represents the maximum amount the Bidder could have to pay if it were to leave its active bids standing, and then tie and win every auction.

7. A Bidder's Budget is five times its Deposit (with the exception of Unlimited Budgets – see below). The Remaining Budget of a Bidder is the Budget minus the sum of Winning Prices for all Contention Sets that Bidder has already won. The Budget and Remaining Budget are shown on the Bidding screen, and the calculation of the Remaining Budget is shown on the My Results screen.

8. For every $2 million it deposits, a Bidder can elect for an Unlimited Budget for one Contention Set (note that the remainder of the Bidder's Deposit must be sufficient to cover the minimum deposits for any other Contention Sets the Bidder is bidding on). Unless the Facilitator is otherwise informed, a deposit of $2 million or more for each of a Bidder's Contention Set (e.g., an $8 million deposit for 4 Contention Sets) will be treated as an automatic election of Unlimited Budgets for all Connected Applications.

9. For every Unlimited Budget that the Bidder elects to apply to a Contention Set, the Bidder's Budget will be reduced by $10 million – but the Budget will not apply to Unlimited Budget Contention Sets, for which the Bidder may bid any amount.

10. The system will not allow a Bidder to enter a bid such that its Total Commitment for Prices bid would exceed its Remaining Budget. This also means that the Total Commitment for Prices bid will never exceed the Remaining Budget.

11. A bid placed during a round may be continually revised during the round. The only bid for a Contention Set that affects the auction outcome is the bid that is in the Auction System at the time the round ends. The timing of when a bid is entered during an active round will have no effect on the outcome of the Auction.

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USER ACCESS

Each Bidder will be given one username and password to access the auction system. The Bidder determines which employees within its organization have access.

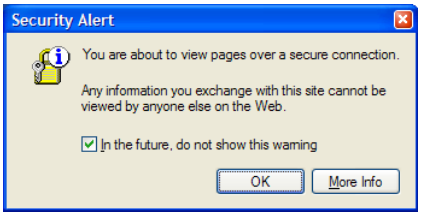
To access the Auction site: https://live.applicantauction.com/auction/.

In the event of exceptional circumstances, the auction system may be moved to a different web address; this will be announced to Bidders immediately.

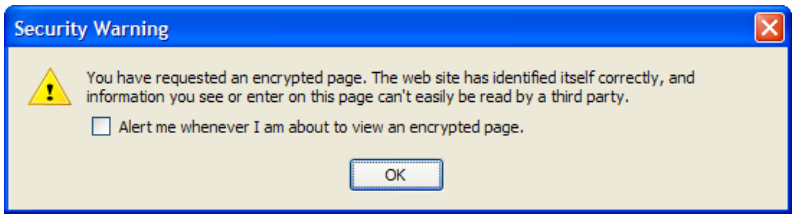
CONFIGURING YOUR BROWSER

Users of Internet Explorer and Firefox may see the following warning messages (Figure 4) and should click on "OK" to access the auction site.

FIGURE 4: EXPECTED SECURITY WARNING MESSAGES, INTERNET EXPLORER AND FIREFOX



Internet Explorer



Firefox

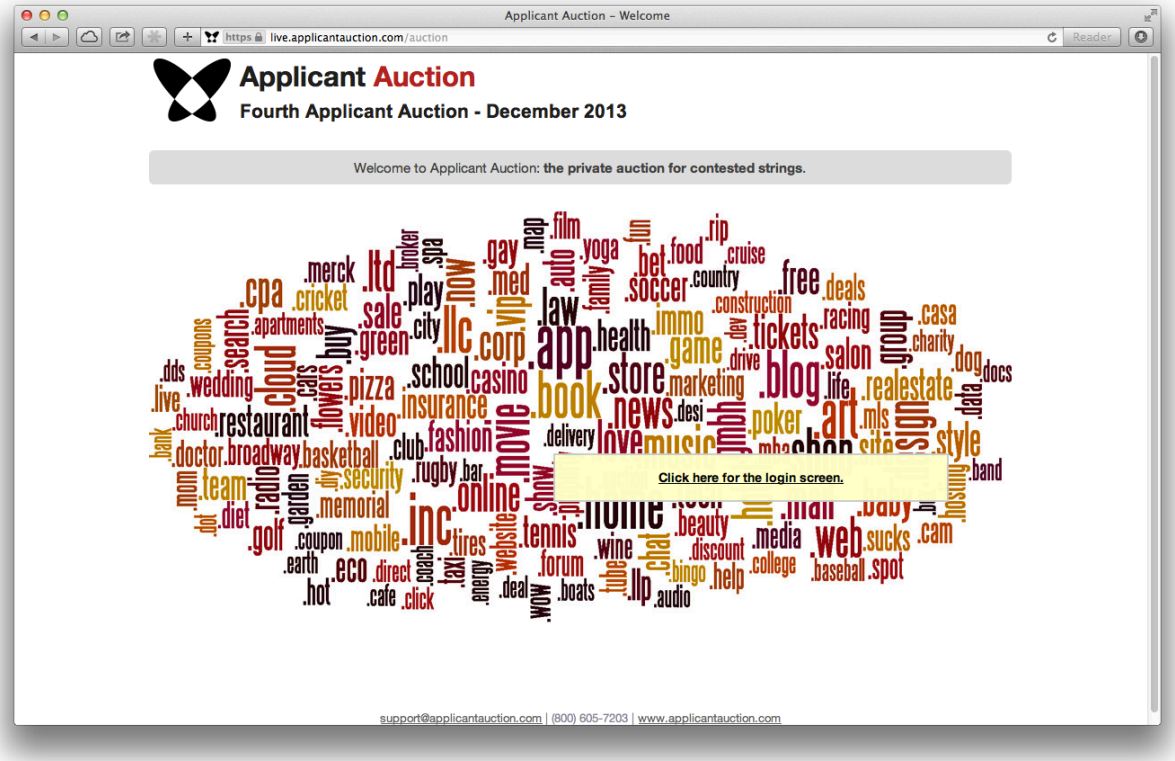
To log into the Auction System your browser must be configured to accept cookies and JavaScript. Otherwise, you may see a warning message on the auction system, as described in Scenarios 2 and 3 of the Troubleshooting Guide. The Troubleshooting Guide also explains the procedure to enable cookies and JavaScript (see page TK).

DOES THE AUCTION SYSTEM FIT YOUR DISPLAY SETTINGS?

If all of the information from the auction system does not fit on your display, you can adjust the text size displayed on your computer in your Internet browser settings by using the menu "View," then "Text Size"; or you can scroll right and left using the scroll bars to view the rest of the page.

After the warning message, if applicable, you will see the Introductory Page.

FIGURE 5: INTRODUCTORY PAGE



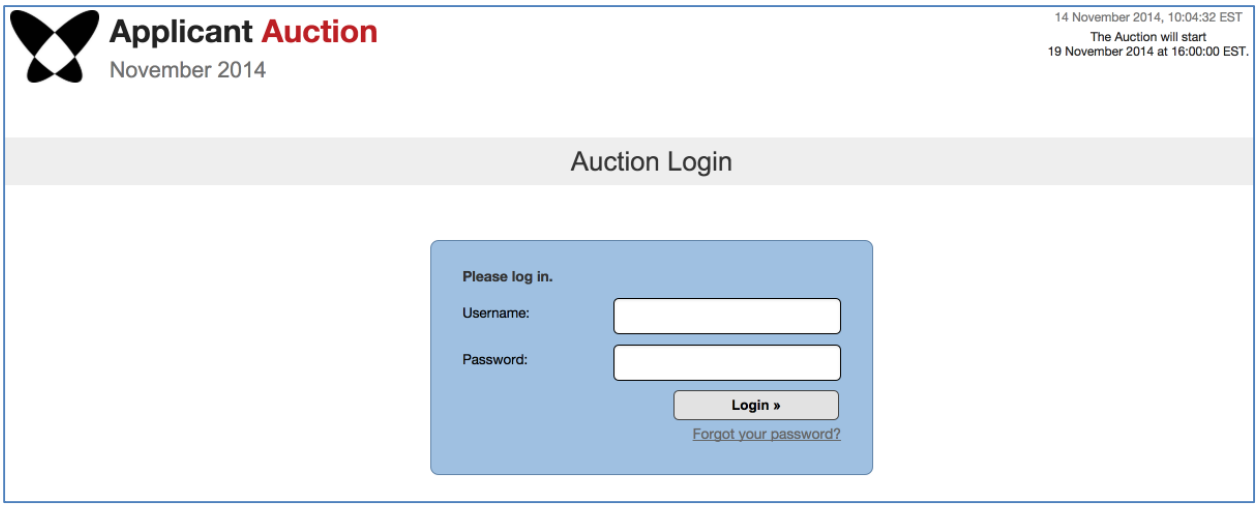
SYSTEM UNAVAILABLE?

If the system is currently unavailable, the Introductory screen will display an alert, and you will not be able to access the site.

LOGIN PAGE

After you click on the "**Click here for the login screen**" link, you will be taken to the login screen.

FIGURE 6: LOGIN SCREEN FOR THE APPLICANT AUCTION



USERNAME AND PASSWORD

Use the username and password provided to you by Innovative Auctions.

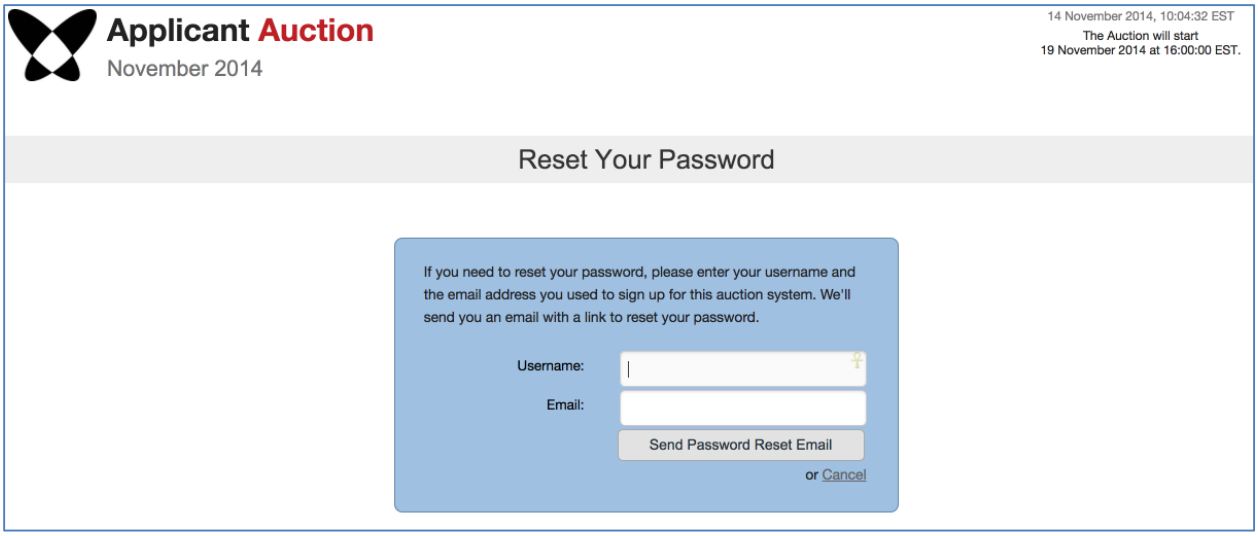
Enter your username and password (both are case sensitive) and click **Login.**

The **Messages** screen should appear once you have successfully logged-in.

FORGOT PASSWORD

If you have forgotten your password, click on the "Forgot your password?" link on the Auction Login page. Enter your Username and the email address you used to sign up, and you will receive an email with a link to a page where you can reset your password.

FIGURE 7: FORGOT PASSWORD SCREEN FOR THE APPLICANT AUCTION



Multiple Logins and Auto Logout

It is not possible for one account to be logged into the system on more than one computer at the same time. If you attempt to use the same username to access the auction system from another PC, an alert will be displayed on the first PC and you will be logged out on that computer automatically. This automatic logout allows an individual who was logged into the system when their computer crashed (and therefore was unable to log-out on that computer) to log back into the system on a different computer.

Timed Out

For security, if a logged-in account is inactive on the auction site for an extended period, the Auction System will automatically log off the account. To access the site again, you will just need to log in again.

Limiting Access to Bidding

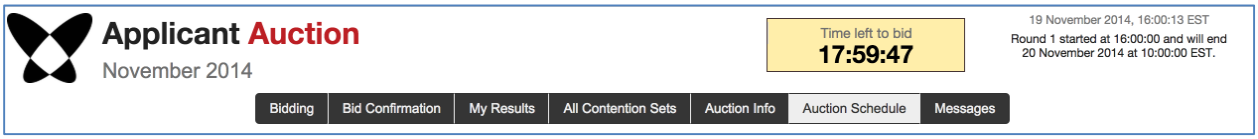
In the unlikely event that the Auction Manager needs to temporarily prevent Bidders from accessing the Auction System, the Auction Manager will minimize the disruption to participants. Bidders may or may not need to log out of the system, depending on the problem. In most circumstances, Bidders will be allowed to stay logged in, but if they attempt to access a system function, they will see a message such as: “Bidder Access is Currently Closed.” The message may also contain additional information, such as when full site functionality will resume.

AUCTION SYSTEM NAVIGATIONAL TOOL BAR

The Auction System navigational tool bar (see Figure 8, below) allows you to access auction information in real time. Each tab will take you to a new screen.

Helpful Hint: We suggest using the Auction System's navigational tool bar to navigate the site, rather than the standard browser navigation buttons (e.g., Back, Forward, and Refresh/Reload).

FIGURE 8: NAVIGATIONAL TOOL BAR



BIDDING TAB

The Bidding Tab is available when the current Round is "Active". There are two versions of the Bidding screen.

If you are bidding for more than one Contention Set, you will see a table summarizing your bids for all of the contention sets that you may bid on, as shown in Figure 9. In this table you can view the Total Commitment for Prices bid and the Remaining Budget for this Round, and you can edit (modify) your current bids. Note that this screen will only display the unlimited betting table if you have elected one or more Contention Sets for an unlimited budget.

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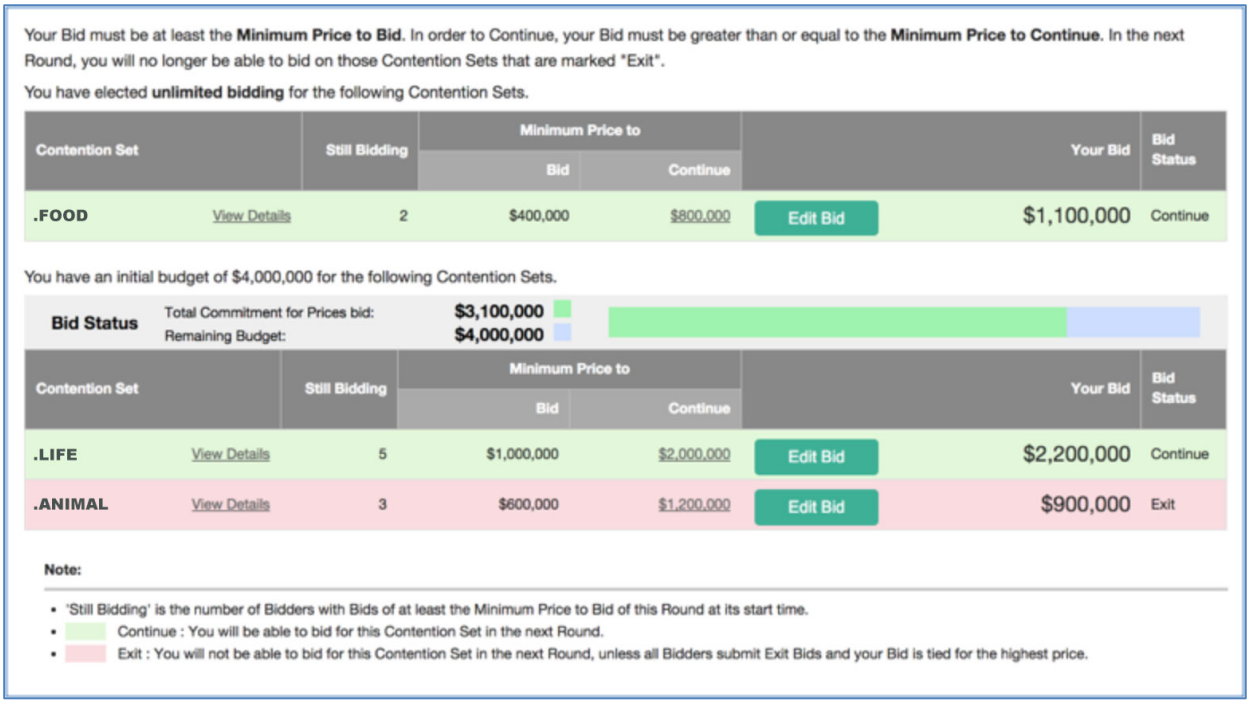
FIGURE 9: THE BIDDING SCREEN, AS DISPLAYED DURING ROUND 2



Your Bid must be at least the **Minimum Price to Bid**. In order to Continue, your Bid must be greater than or equal to the **Minimum Price to Continue**. In the next Round, you will no longer be able to bid on those Contention Sets that are marked "Exit".

You have elected **unlimited bidding** for the following Contention Sets.

Contention Set		Still Bidding	Minimum Price to Bid	Minimum Price to Continue		Your Bid	Bid Status
.FOOD	View Details	2	$400,000	$800,000	Edit Bid	$1,100,000	Continue

You have an initial budget of $4,000,000 for the following Contention Sets.

Bid Status Total Commitment for Prices bid: **$3,100,000** Remaining Budget: **$4,000,000**

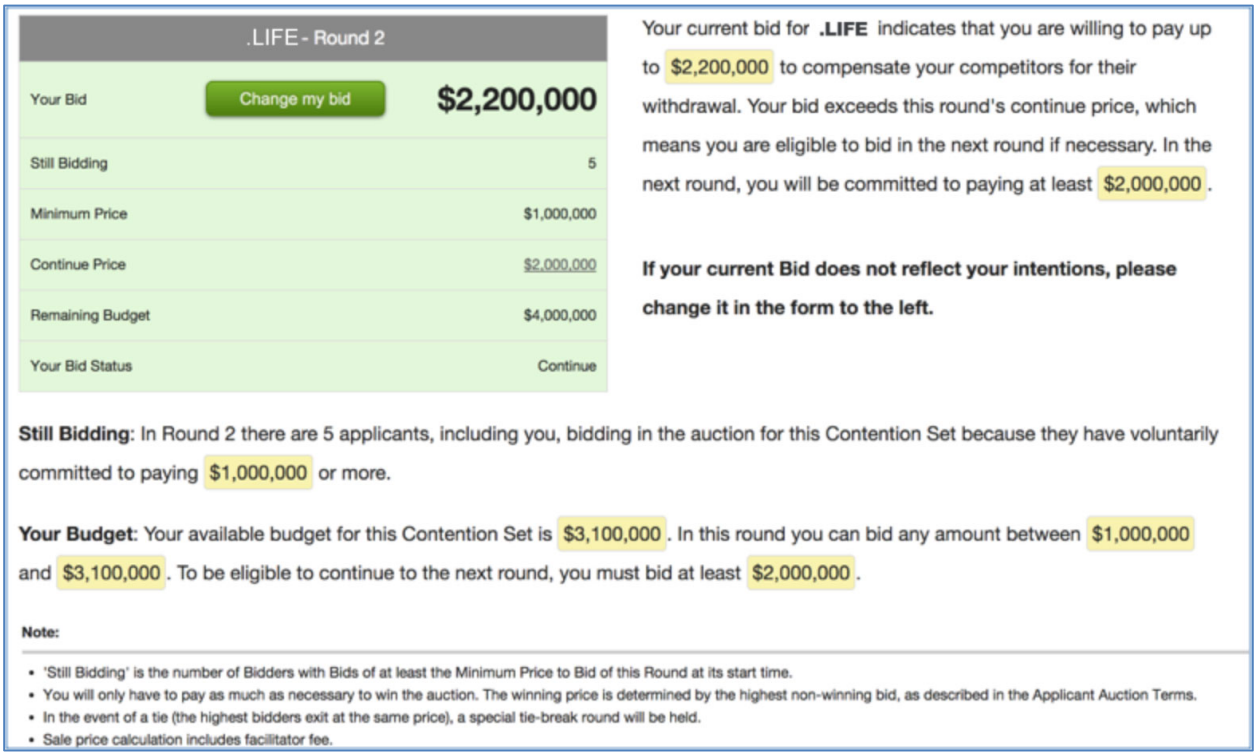
Contention Set		Still Bidding	Minimum Price to Bid	Minimum Price to Continue		Your Bid	Bid Status
.LIFE	View Details	5	$1,000,000	$2,000,000	Edit Bid	$2,200,000	Continue
.ANIMAL	View Details	3	$600,000	$1,200,000	Edit Bid	$900,000	Exit

Note:

- 'Still Bidding' is the number of Bidders with Bids of at least the Minimum Price to Bid of this Round at its start time.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.

If you are only bidding for one Contention Set, you will see a more detailed screen, shown below. If you are bidding for more than one Contention Set, you can access the detail page for each Contention Set by clicking on its **View Details** link.

FIGURE 10: THE BIDDING DETAIL SCREEN



.LIFE - Round 2

Your Bid	Change my bid	$2,200,000
Still Bidding		5
Minimum Price		$1,000,000
Continue Price		$2,000,000
Remaining Budget		$4,000,000
Your Bid Status		Continue

Your current bid for **.LIFE** indicates that you are willing to pay up to $2,200,000 to compensate your competitors for their withdrawal. Your bid exceeds this round's continue price, which means you are eligible to bid in the next round if necessary. In the next round, you will be committed to paying at least $2,000,000.

If your current Bid does not reflect your intentions, please change it in the form to the left.

Still Bidding: In Round 2 there are 5 applicants, including you, bidding in the auction for this Contention Set because they have voluntarily committed to paying $1,000,000 or more.

Your Budget: Your available budget for this Contention Set is $3,100,000. In this round you can bid any amount between $1,000,000 and $3,100,000. To be eligible to continue to the next round, you must bid at least $2,000,000.

Note:

- 'Still Bidding' is the number of Bidders with Bids of at least the Minimum Price to Bid of this Round at its start time.
- You will only have to pay as much as necessary to win the auction. The winning price is determined by the highest non-winning bid, as described in the Applicant Auction Terms.
- In the event of a tie (the highest bidders exit at the same price), a special tie-break round will be held.
- Sale price calculation includes facilitator fee.

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In Round 2 and all following rounds, Bidders may not bid for Contention Sets that are Sold or Contention Sets for which their bid in a previous round did not meet that round's Minimum Price to Continue.

The Status of your current bid is also shown on the **Bidding** screen and can be one of the following.

Bid Status	Description
Continue	You will be able to bid for the Contention Set in the next Round (unless you win the Contention Set as a result of this Round).
Exit	Your Bid is below the Minimum Price to Continue for the Contention Set in the Round. This means that, if the Contention Set is not sold in this Round, you will not be able to bid for this Contention Set in any further Rounds.

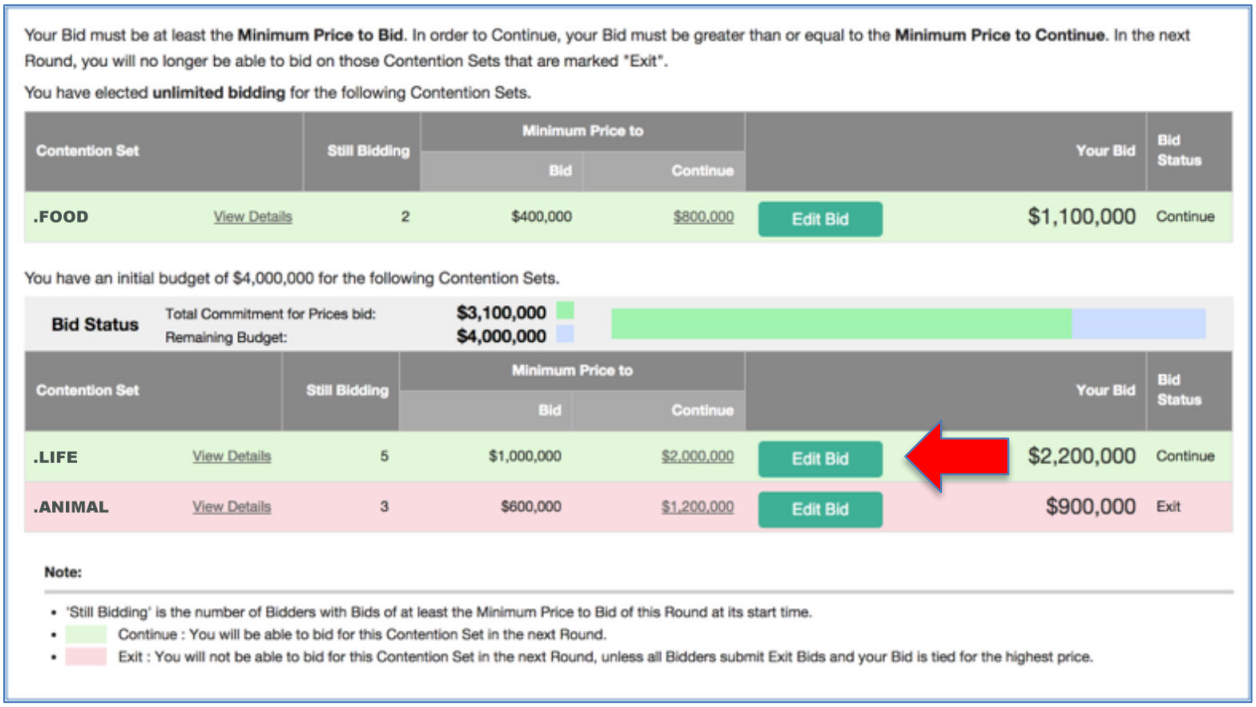
For each Contention Set, the Bidding screen shows how many Bidders are Still Bidding, the Minimum Price to Bid, Minimum Price to Continue, your current bid (which may be your Standing Bid from a previous Round), and your Bid Status.

Create or Modify a Bid

Click the **Edit Bid** button on the Bidding Screen button to create or modify a Bid for a Contention Set.

Input a valid Bid for the Contention Set. (Reminder: All prices are specified and displayed in multiples of $1,000 US dollars).

FIGURE 11: MODIFY BIDS



Your Bid must be at least the **Minimum Price to Bid**. In order to Continue, your Bid must be greater than or equal to the **Minimum Price to Continue**. In the next Round, you will no longer be able to bid on those Contention Sets that are marked "Exit".

You have elected **unlimited bidding** for the following Contention Sets.

Contention Set		Still Bidding	Minimum Price to Bid	Minimum Price to Continue		Your Bid	Bid Status
.FOOD	View Details	2	$400,000	$800,000	Edit Bid	$1,100,000	Continue

You have an initial budget of $4,000,000 for the following Contention Sets.

Bid Status Total Commitment for Prices bid: **$3,100,000** Remaining Budget: **$4,000,000**

Contention Set		Still Bidding	Minimum Price to Bid	Minimum Price to Continue		Your Bid	Bid Status
.LIFE	View Details	5	$1,000,000	$2,000,000	Edit Bid	$2,200,000	Continue
.ANIMAL	View Details	3	$600,000	$1,200,000	Edit Bid	$900,000	Exit

Note:

- 'Still Bidding' is the number of Bidders with Bids of at least the Minimum Price to Bid of this Round at its start time.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.

A few things to remember about inputting your bid:

- You cannot bid below the Minimum Price to Bid for the Contention Set.

- You cannot make a bid such that your Total Commitment for Prices bid exceeds your Remaining Budget (as described below).
- If your bid is invalid because the price fails to meet one of these constraints, the system will display an explanatory message and the "Save Bid" button will be disabled.
- You are free to modify your bids during the Auction Round, subject to the constraints of the rules.
- Only bids that are in place at the time that the round ends are considered to be the final bids for that round.
- It is recommended that bids be submitted as early as possible during the round to minimize the risk that you are unable to submit your bids before the round closes.

Red Warning Message when Entering a Bid

The system validates your entry as you type. Therefore, you may see a red warning message that your number is invalid because you have not completed typing the number. If the bid amount is valid, the warning will disappear once you have finished entering the number, and you will be able to submit your entry. Do not include commas or other punctuation in your bid.

Submitting Your Bid

Click the **Save Bid** button for the bid to be saved and submitted to the Auction System.

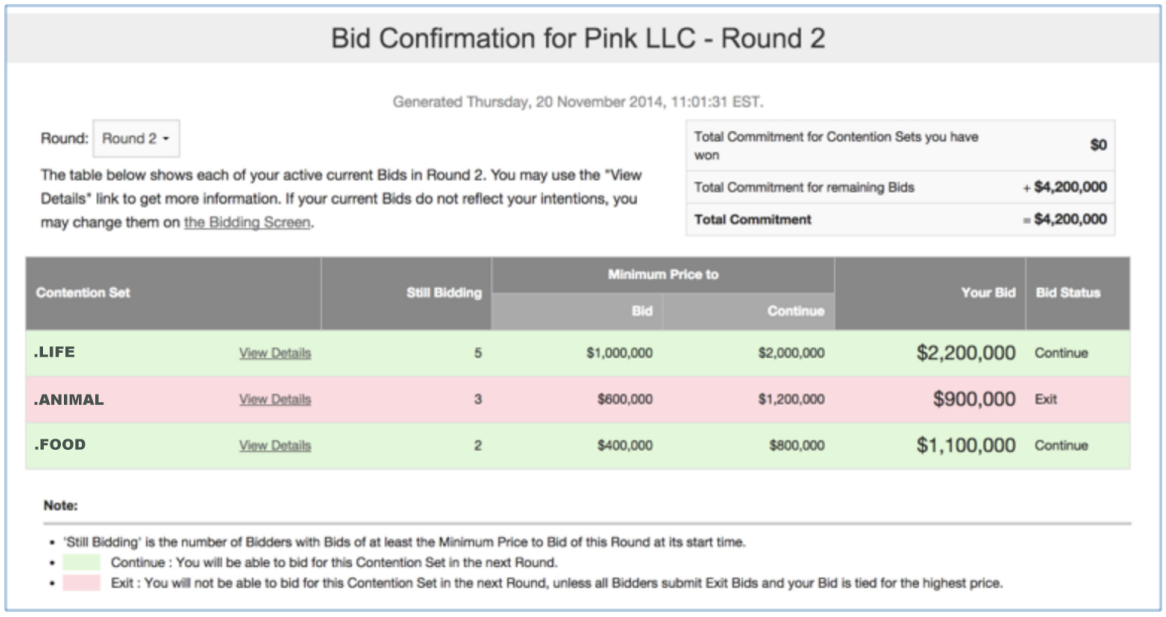
Click the **Cancel** link to cancel the bid to return to the precious screen without making any changes.

REMINDER: Your bid is not submitted to the Auction System until you click the **Save Bid** button. Therefore, if the round ends before you click **Save Bid**, the bid will not have been received in time and will be rejected (even if the site had not displayed a prompt saying the round had ended at that time).

Bid Confirmation Tab

This screen is available from the start of the first round.

FIGURE 12: BID CONFIRMATION SCREEN



Bid Confirmation for Pink LLC - Round 2

Generated Thursday, 20 November 2014, 11:01:31 EST.

Round: Round 2

The table below shows each of your active current Bids in Round 2. You may use the "View Details" link to get more information. If your current Bids do not reflect your intentions, you may change them on the Bidding Screen.

Total Commitment for Contention Sets you have won	$0
Total Commitment for remaining Bids	+ $4,200,000
Total Commitment	= $4,200,000

Contention Set		Still Bidding	Minimum Price to Bid	Minimum Price to Continue	Your Bid	Bid Status
.LIFE	View Details	5	$1,000,000	$2,000,000	$2,200,000	Continue
.ANIMAL	View Details	3	$600,000	$1,200,000	$900,000	Exit
.FOOD	View Details	2	$400,000	$800,000	$1,100,000	Continue

Note:

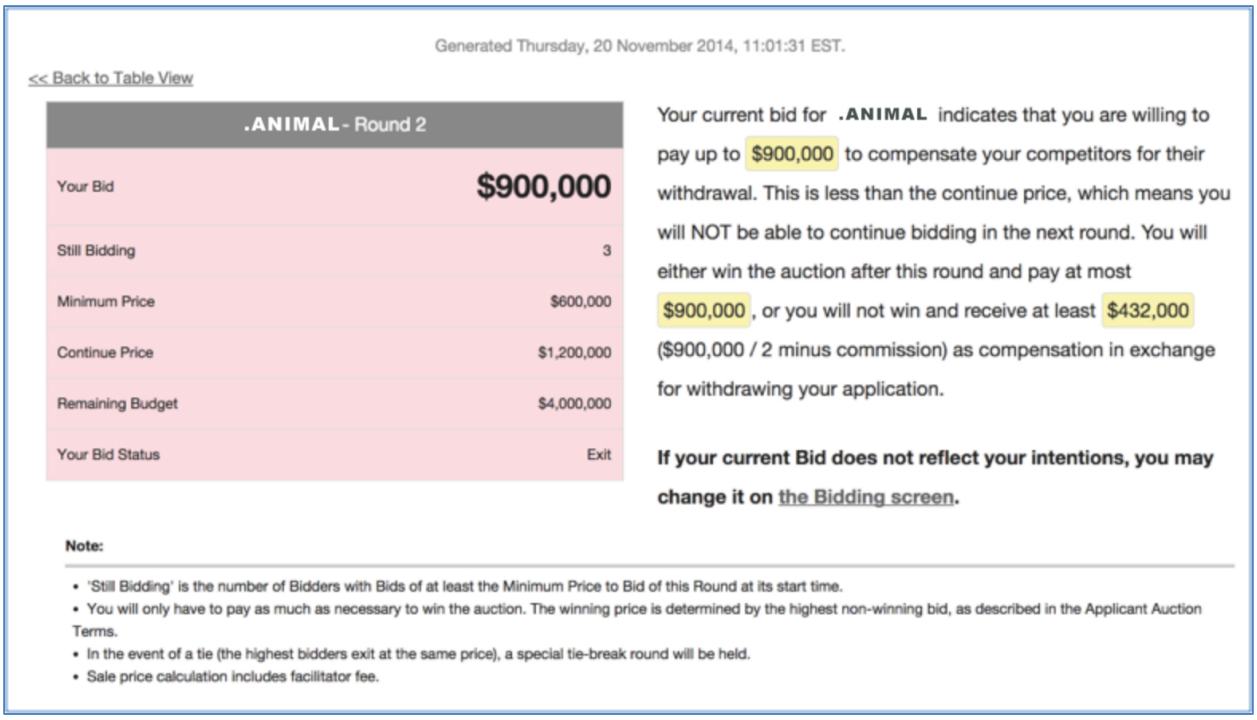
- 'Still Bidding' is the number of Bidders with Bids of at least the Minimum Price to Bid of this Round at its start time.
- Continue : You will be able to bid for this Contention Set in the next Round.
- Exit : You will not be able to bid for this Contention Set in the next Round, unless all Bidders submit Exit Bids and your Bid is tied for the highest price.

Once you have entered all of your bids, it is recommended that you view the Bid Confirmation screen, as it displays all your Standing Bids on the system at the time it was generated (indicated by the timestamp), and is the best way to confirm that all bids have been entered correctly.

Click on the **Bid Confirmation** tab in the Navigation Bar to view or print information about your bid for each Contention Set. You may view or print confirmation of all bids; the bid confirmation includes the Total Commitment for Contention Sets you have won, your Total Commitment for remaining bids, and their sum, which represents your Total Budget now committed. For a description of all other columns, please refer to the **Bidding** section. As with the **Bidding** screen, no other Bidders can see your bids or your Bid Statuses. You can also view your bids from all past rounds by selecting the round number in the drop-down list on this screen.

On the Bid Confirmation screen you may also view additional details about your bid, by clicking **View Details** in the **Contention Set** column. See Figure 13 for an example **View Details** screen.

FIGURE 13: VIEW DETAILS SCREEN



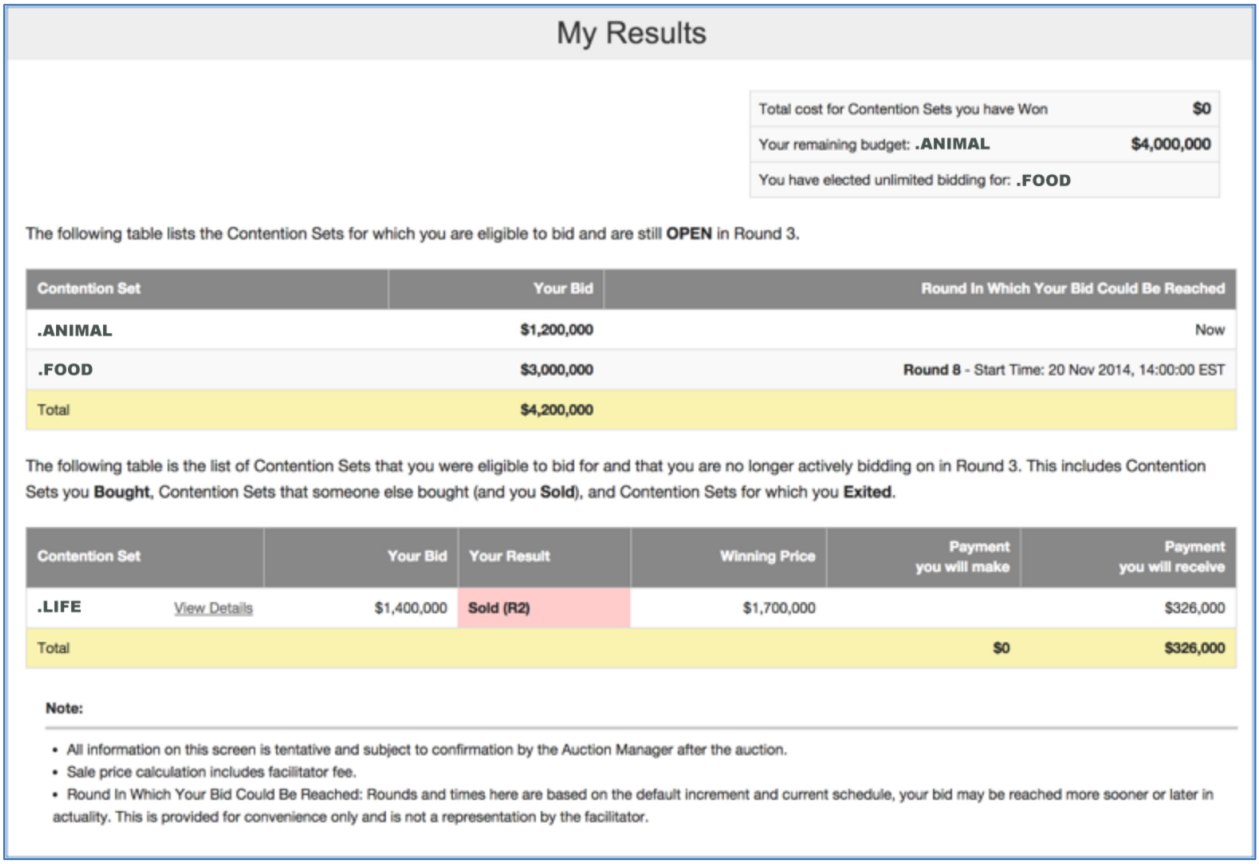
Until the round closes, you will still be able to modify your bids further using the **Bidding** screen – to see your modified bids, click on Bid Confirmation again to generate current bid data.

Note: The calculation of how much you will be paid if you are a Seller may vary from auction to auction. Please review the Applicant Auction Agreement for detailed information about how the payments are calculated for the auction you are participating in.

My Results Tab

This screen (Figures 14 and 15) displays the auction results for each Contention Set that you bid for. For Closed Contention Sets, this screen displays whether each was Bought or Sold, at what Price, and the Payment you will either make or receive. For Open Contention Sets, the screen displays your Standing Bid and the Round In Which Your Bid Could Be Reached. This screen also indicates the Total Cost for all Contention Sets you have Won, your Remaining Budget, and the Contention Sets for which you have elected unlimited bidding.

FIGURE 14: DURING THE AUCTION



My Results

Total cost for Contention Sets you have Won	$0
Your remaining budget: .ANIMAL	$4,000,000
You have elected unlimited bidding for: .FOOD	

The following table lists the Contention Sets for which you are eligible to bid and are still **OPEN** in Round 3.

Contention Set	Your Bid	Round In Which Your Bid Could Be Reached
.ANIMAL	$1,200,000	Now
.FOOD	$3,000,000	**Round 8** - Start Time: 20 Nov 2014, 14:00:00 EST
Total	$4,200,000	

The following table is the list of Contention Sets that you were eligible to bid for and that you are no longer actively bidding on in Round 3. This includes Contention Sets you **Bought**, Contention Sets that someone else bought (and you **Sold**), and Contention Sets for which you **Exited**.

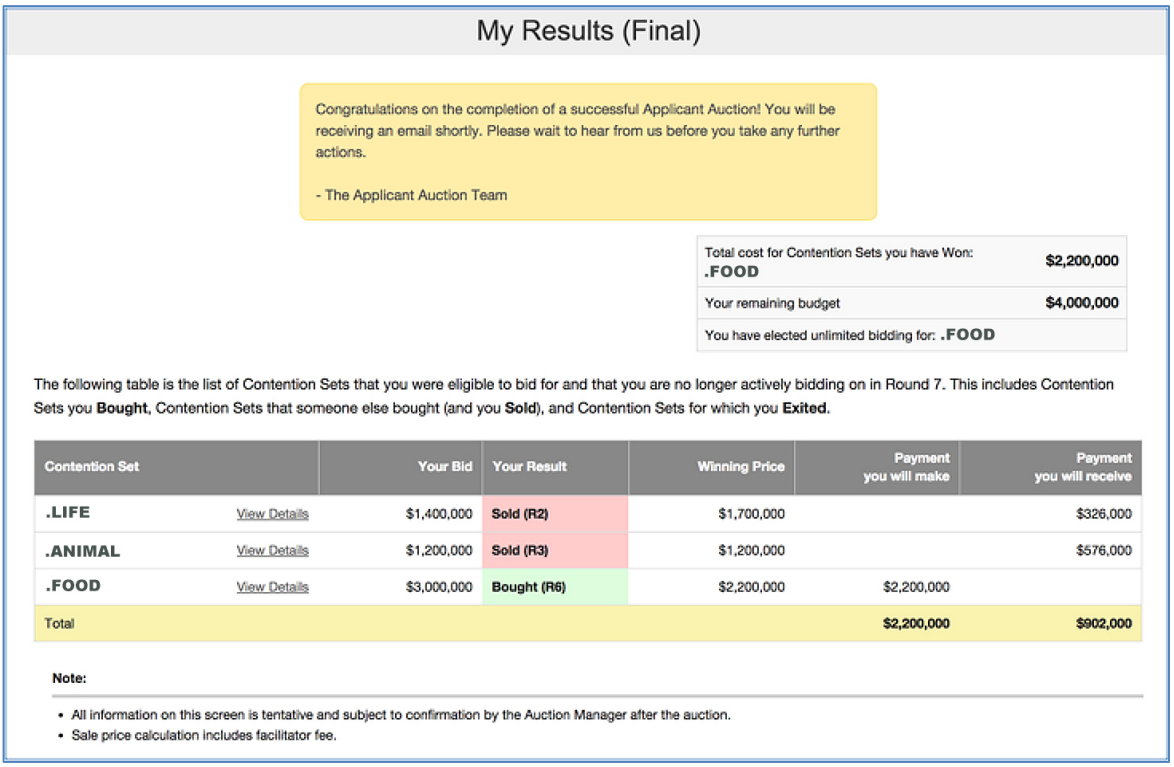
Contention Set		Your Bid	Your Result	Winning Price	Payment you will make	Payment you will receive
.LIFE	View Details	$1,400,000	Sold (R2)	$1,700,000		$326,000
Total					$0	$326,000

Note:

- All information on this screen is tentative and subject to confirmation by the Auction Manager after the auction.
- Sale price calculation includes facilitator fee.
- Round In Which Your Bid Could Be Reached: Rounds and times here are based on the default increment and current schedule, your bid may be reached more sooner or later in actuality. This is provided for convenience only and is not a representation by the facilitator.

Note: The calculation of how much you will be paid if you are a Seller may vary from auction to auction. Please review the Applicant Auction Agreement for detailed information about how the payments are calculated for the auction you are participating in.

FIGURE 15: ONCE THE AUCTION HAS CONCLUDED



Following the completion of the Auction, if a Contention Set for which you are a Bidder is sold, that Contention Set will only be listed in **My Results** and **All Contention Sets**. The **My Results** screen displays your final bid, whether you Bought or Sold the Closed Contention Set, and at what Price. If you Sold the Contention Set, the net payment you will receive (accounting for the facilitator fee) will be displayed; if you Bought the Contention Set, the payment you will make will be displayed.

Also displayed in **My Results**:

- Total Cost from your purchases
- Total Payment received from your sales

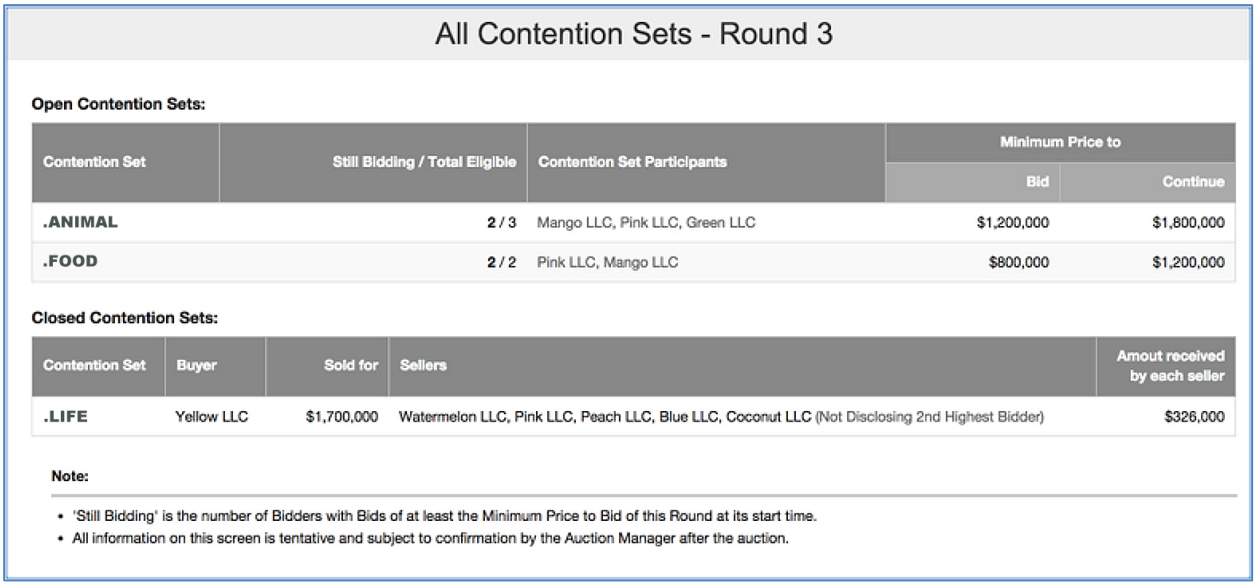
  Note: The calculation of how much you will be paid if you are a Seller may vary from auction to auction. Please review the Applicant Auction Agreement for detailed information about how the payments are calculated for the auction you are participating in.
- Your Remaining Budget, (Initial Budget minus your Total Cost for Contention Sets you won)
- Your Final Bid for each Contention Set (displayed on this screen but not revealed to other Bidders)

At the Auction's conclusion, it is recommended that you print this screen for your records.

ALL CONTENTION SETS TAB

Available throughout the Auction, the All Contention Sets screen (Figure 16) displays information about all Open and Closed Contention Sets.

FIGURE 16: ALL CONTENTION SETS SCREEN



All Contention Sets - Round 3

Open Contention Sets:

Contention Set	Still Bidding / Total Eligible	Contention Set Participants	Minimum Price to	
			Bid	Continue
.ANIMAL	2 / 3	Mango LLC, Pink LLC, Green LLC	$1,200,000	$1,800,000
.FOOD	2 / 2	Pink LLC, Mango LLC	$800,000	$1,200,000

Closed Contention Sets:

Contention Set	Buyer	Sold for	Sellers	Amout received by each seller
.LIFE	Yellow LLC	$1,700,000	Watermelon LLC, Pink LLC, Peach LLC, Blue LLC, Coconut LLC (Not Disclosing 2nd Highest Bidder)	$326,000

Note:

- 'Still Bidding' is the number of Bidders with Bids of at least the Minimum Price to Bid of this Round at its start time.
- All information on this screen is tentative and subject to confirmation by the Auction Manager after the auction.

For Open Contention Sets, this screen displays the Aggregate Demand (the number of remaining bidders), the identity of all initial participants (which is public information), the Minimum Price to Bid, and the Minimum Price to Continue for the round.

For Closed Contention Sets the screen displays the status of Contention Sets that are no longer open because they were "Closed." For those contention sets that you were bidding for, you will see the Winner, the Winning Price, and the amount the Sellers will receive in exchange for withdrawing. For Contention Sets you were not bidding for, you will see the list of Bidders who were participating at the beginning of the auction, but not the identity of the Buyer.

Important note: In some auctions, the Buyer is not privy to the identity of the 2nd highest Bidder. Please review the Applicant Auction Agreement to see what policy applies to the auction you are participating in.

AUCTION INFO TAB

This screen (Figure 17) indicates which Contention Sets are being resolved in the auction, and the Applications that you have enrolled in the auction. For each Contention Set, it includes the Minimum Price to Continue for Round 1, the ID of your application for that contention set, and the list of bidders.

You can also access your Offline Verification Codes from this screen. These codes are used to verify your identity with the Auction Manager if you need to communicate outside of the system during the auction. **Please print this page and keep it accessible during the auction.**

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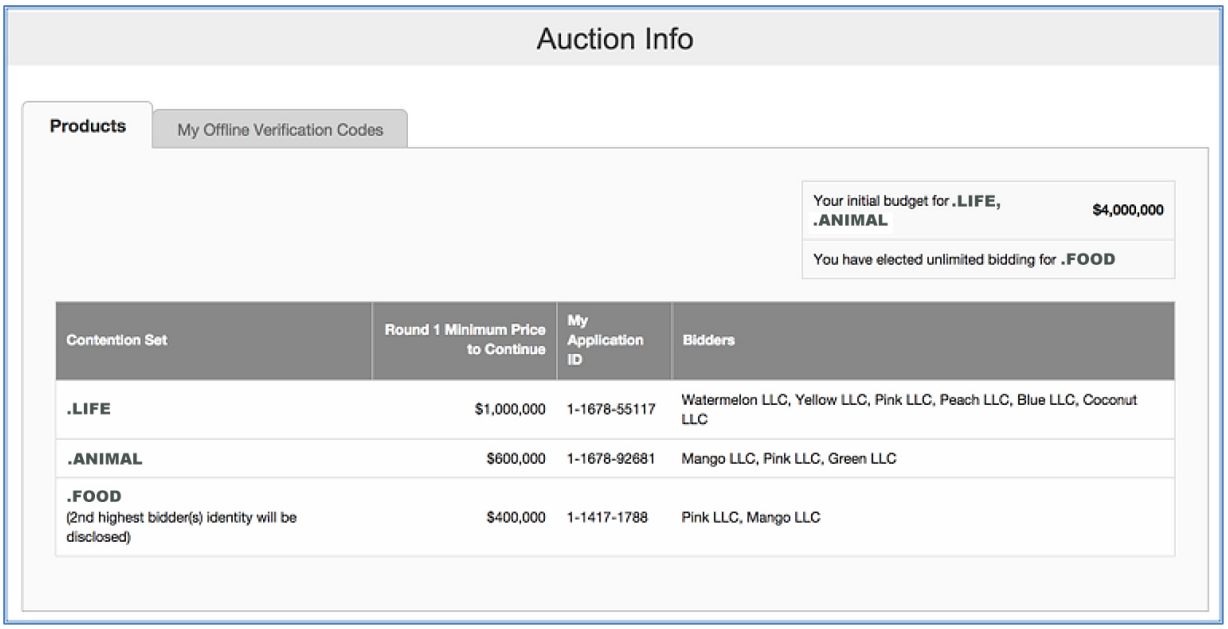
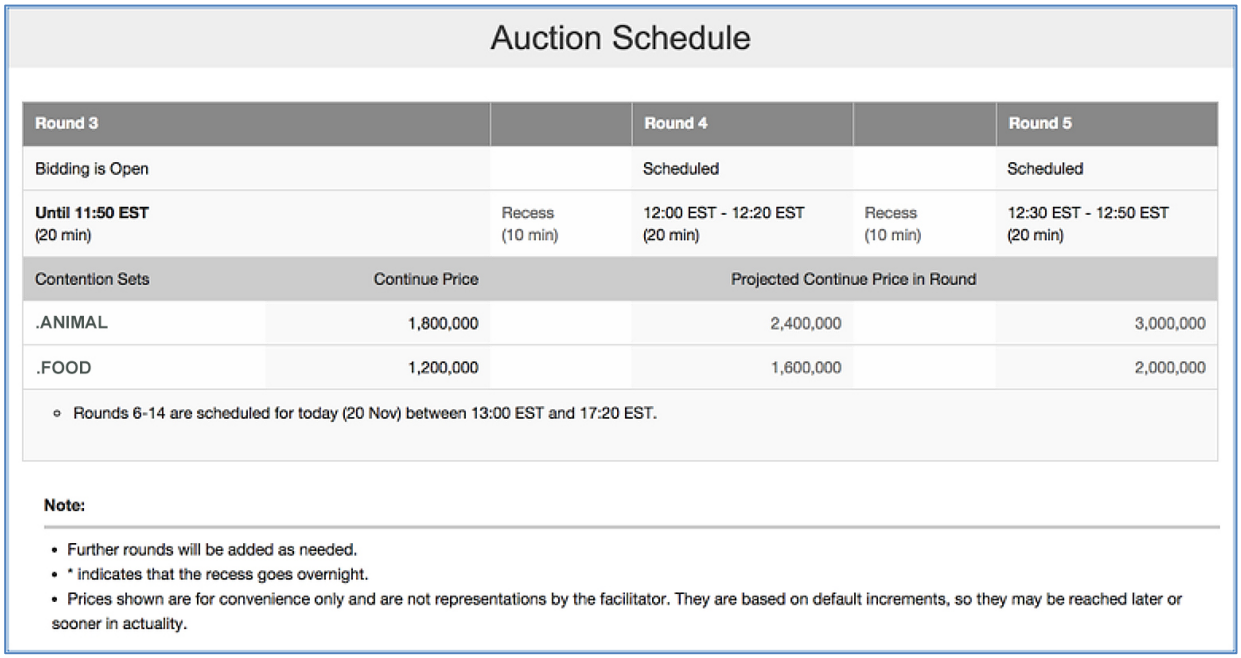
FIGURE 17: AUCTION INFO



AUCTION SCHEDULE TAB

This screen is available throughout the Auction and displays information about the scheduled auction rounds. An Auction Schedule example is shown below. The round schedule displayed is identical for all Bidders.

FIGURE 18: AUCTION SCHEDULE DURING ROUND 3



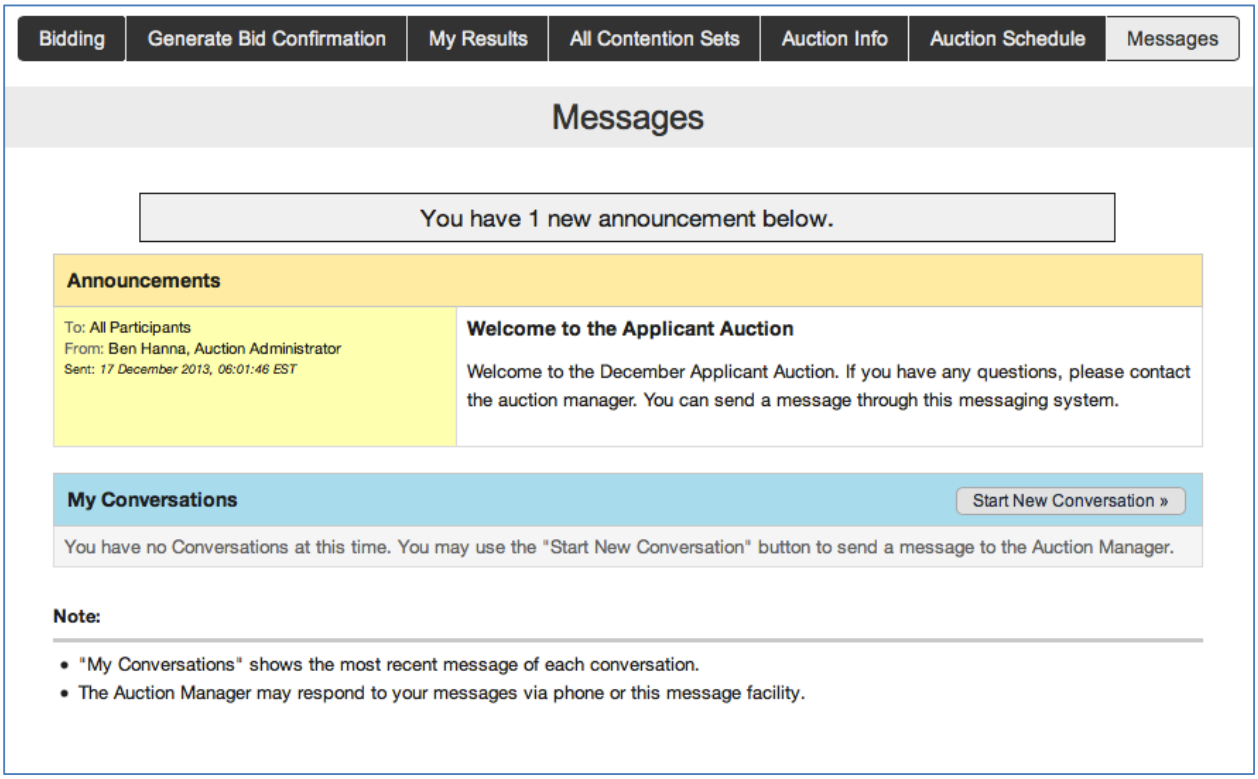
After a Round has closed, it is recommended that you regularly monitor the **Auction Schedule** screen, which provides continually-updating status information for each round. As new information becomes available, you will be prompted to refresh the screen to view it.

The "Projected Continue Price in Round" data is provided for your convenience. Although it can help you assess when your Standing Bid is likely to become an Exit Bid, it is your responsibility to ensure that you do not miss an opportunity to change your bid.

MESSAGES TAB

This screen displays announcements and messages from the Auction Manager and also allows you to send messages to the Auction Manager during the Auction.

FIGURE 19: MESSAGES



MESSAGE NOTIFICATION

You receive a notification every time you get a new message. Notice that new and unread announcements are highlighted in yellow.

Viewing Messages

Click **Messages.** You can view all incoming messages and replies from the Auction Manager. All announcements and conversations are displayed in reverse chronological order.

Sending a message to the Auction Manager

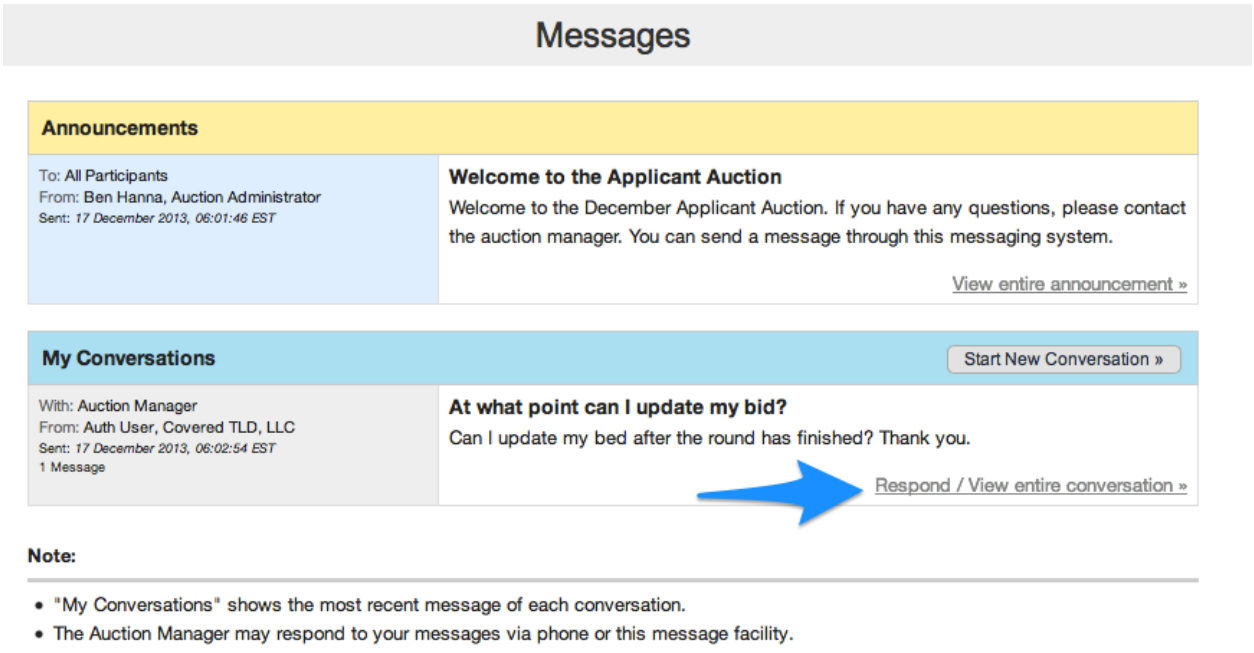
To send a message to the Auction Manager:

- Click **Start New Conversation** in upper right corner of My Conversations
- Enter subject and content of the message
- Click **Send** to send the message

All messages sent and received

When in conversation with the Auction Manger, all messages are logged into the **Messages** tool, but only the most recent message in the conversation is visible. Click **Respond / View entire conversation** to view all messages relating to a conversation, and to respond.

FIGURE 20: MESSAGES



Other Navigation elements

Real-Time Clock for Current Round

In the upper right portion of all screens, a real-time clock counts the time left in the current round or recess.

CLOCK NOT UPDATING?

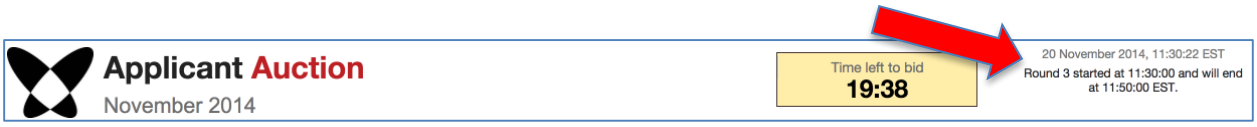
If you suspect that your browser may no longer be connected and is not updating the auction clock, select a menu item from the main navigation bar to determine whether or not the browser is still connected.

If a screen has become out of date because a key event has occurred, such as a Round starting or ending, or the results of a Round being posted, the screen will turn grey and a message will be displayed asking you to refresh the screen by clicking on the "Update “button that appears.

ROUND STATUS AND SUMMARY

In the upper right hand corner of every screen you will find the Status and Summary of the round. It is updated periodically to reflect the round date, start time and stop time, status of results posted by Facilitator, notifications about Minimum Prices to Continue for the next round, and the Auction conclusion notice. You may also refresh the Round Status and Summary by clicking between tabs in the navigation tool bar or refreshing the page.

FIGURE 21: ROUND STATUS AND SUMMARY



PRINTING A SCREEN

You can print any screen using the print function in your browser.

PRINTING YOUR BIDS

To ensure that you capture the correct value for your submitted bids, print the Generate Bid Confirmation screen rather than the Bidding screen. If the screen is too wide to fit on a page in portrait mode, you can configure your browser’s print settings to print in landscape mode.

Click the **Back to Messages** button to return to the screen.

Following are examples of technical challenges that may need additional problem solving. If the Auctions System is not functioning as expected, this section may supply you with the steps necessary to resolve the issue. If you have a technical problem that is not covered by this guide, contact the Auction Manager.

IF AN UNEXPECTED TECHNICAL ISSUE OCCURS WHILE YOU ARE ENTERING YOUR BID FOR A ROUND

Immediately click on the **Bid Confirmation** tab to view your current Entire Bid. This screen includes a timestamp provided by the Auction System so that you can ensure that the information is current on the system.

If you are concerned that you may not be able to enter your Entire Bid on the Auction System because of system problems, contact the Auction Manager immediately.

OTHER SCENARIOS

1. "This page cannot be displayed" screen on first access
2. "Cookies must be enabled" displayed on the auction site upon login
3. "JavaScript must be enabled" displayed when you log in to the auction site
4. "This page cannot be displayed" displayed when you move to a different screen in the auction site
5. "This page has expired" displayed when you press the back button on your browser
6. Your computer crashes while you are using the Auction System

SCENARIO 1: "THIS PAGE CANNOT BE DISPLAYED" SCREEN ON FIRST ACCESS

If you see a message saying "This page can not be displayed" when you attempt to access the Auction website for the first time, carry out the following steps to assess the problem:

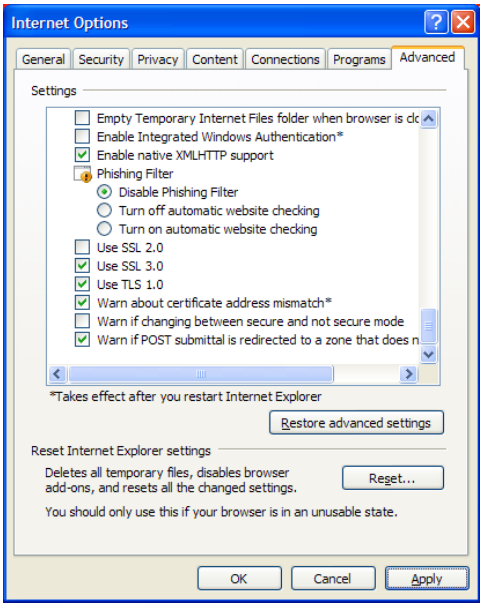
- Check that you have entered the Auction address correctly. It begins with "https" and there is no other "s" in the address. https://live.applicantauction.com/auction/
- Check whether you can access a website that is not part of your corporate intranet, such as "www.google.com". If you are not able to access other sites, then your PC does not have external Internet access. You will need to contact your IT specialist to correct this, or use a different PC.
- Your organization may only allow you to access certain external websites. Check with your IT specialist to find out if this is the case.
- You may not have selected the "OK" button when your browser's alert window appeared stating that you are about to enter a secure site. To check, close the browser and retry.
- Confirm you are using the correct browser version by clicking on menu "Help", "About …" in Internet Explorer or Firefox. This will show the version number of your browser. Check these against the requirements in Software Requirements, and update your browser to the most recent version if necessary.
- Confirm that SSL has been enabled on your browser:
  - Click on the menu "Tools", "Internet Options" (or "Options" in Firefox)
  - Click on the "Advanced" tab (followed by the "Encryption" tab in Firefox)
  - The following options must be ticked: "Use SSL 3.0" and "Use TLS 1.0", as shown in Figure 22 below. If you are unable to change these options, you will need to contact your IT specialist.

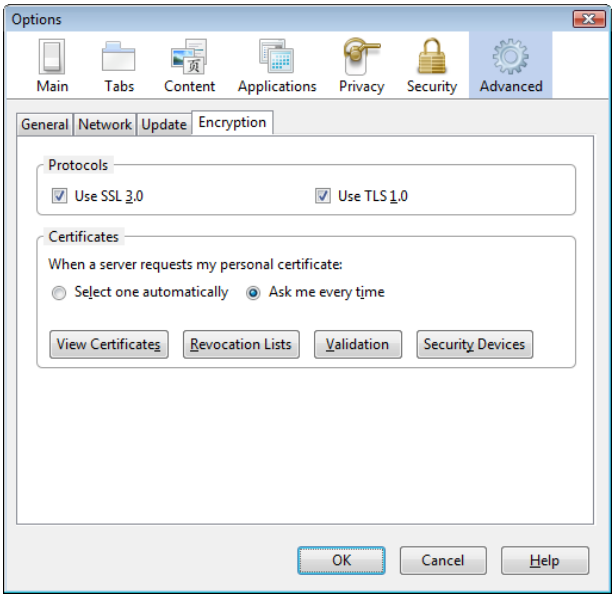
- Your corporate firewall may not accept SSL (https) for this web address. Check with your IT specialist to determine if this is the case.

- The auction site may have been moved to a different address. If this is the case, you will have received a message from the Auction Manager informing you of the new auction site URL.

  If the above solutions do not solve your issue, please contact the Auction Manager.

FIGURE 22: EXAMPLES OF SSL SETTINGS FOR INTERNET EXPLORER AND FIREFOX





Internet Explorer

Firefox

SCENARIO 2: "COOKIES MUST BE ENABLED" DISPLAYED ON THE AUCTION SITE UPON LOGIN

The Auction System requires that cookies be enabled on your browser. If cookies are disabled on your PC, a message will appear prompting you to enable them.

To enable cookies in **Internet Explorer** (see Figure 23), carry out the following steps:

- In the menu, click "Tools", then "Internet Options..."
- Click the "Privacy" tab of the "Internet Options" box that appears
- Change the privacy setting to "Medium-High" or lower, as shown in Figure 2 3
- Click "OK" and restart your browser
- Log in to the Auction System

To enable cookies in **Firefox** (see Figure 24), carry out the following steps:

- Click the menu "Tools" and "Options"
- Click the "Privacy" tab of the "Options" box
- Make sure that "Accept cookies from sites" is selected and "Keep until" is set to "they expire" as shown in Figure 22 below

- Click on “OK” and then click on “OK” in the “Options” window to save the settings
- Restart your browser
- Log in to the Auction System

FIGURE 23: ENABLING COOKIES FOR ALL SITES IN INTERNET EXPLORER

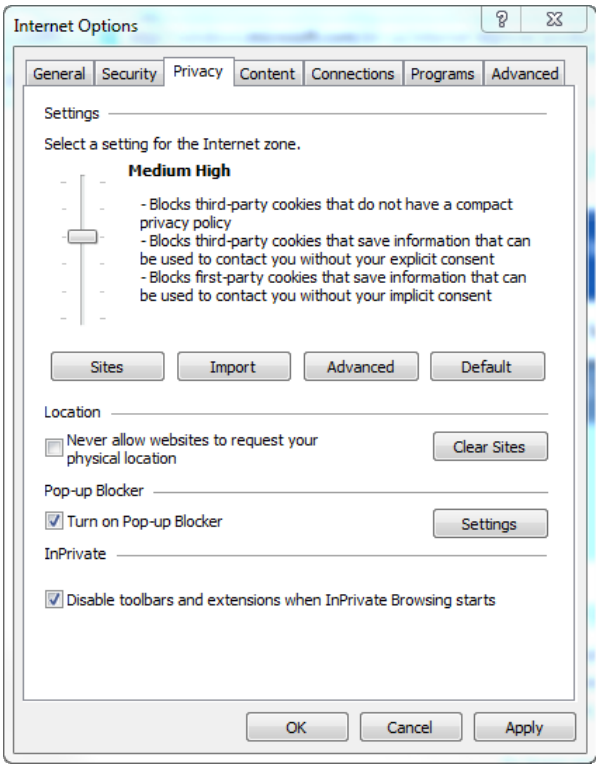
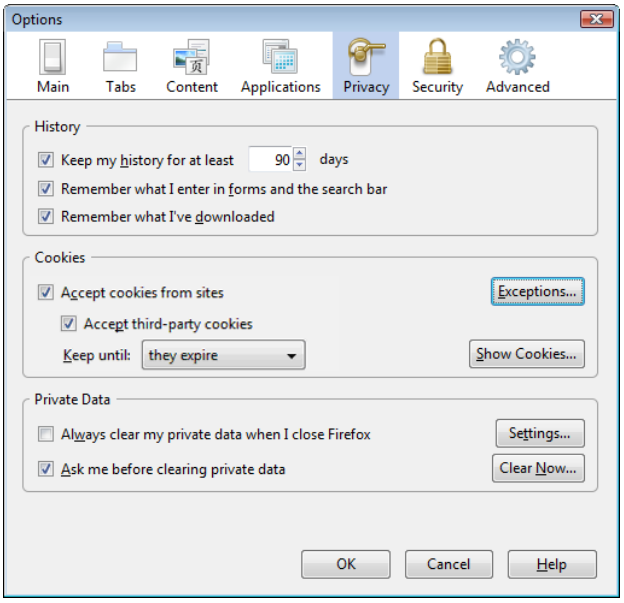


FIGURE 24: EXAMPLE OF ENABLING COOKIES IN FIREFOX



If you have any questions regarding your corporate policy on cookies, please contact your IT specialist for further guidance.

SCENARIO 3: "JAVASCRIPT MUST BE ENABLED" DISPLAYED WHEN YOU LOG IN TO THE AUCTION SITE

The Auction System requires that JavaScript be enabled on your browser. If JavaScript is disabled then you may see a message stating that "JavaScript in this browser is not enabled or is not working."

To enable JavaScript in Internet Explorer, you can either set your security level to the default or manually enable "active scripting", as described below.

- Click the menu "Tools...", "Internet Options..."
- Click the "Security" tab of the "Internet Options" box that appears

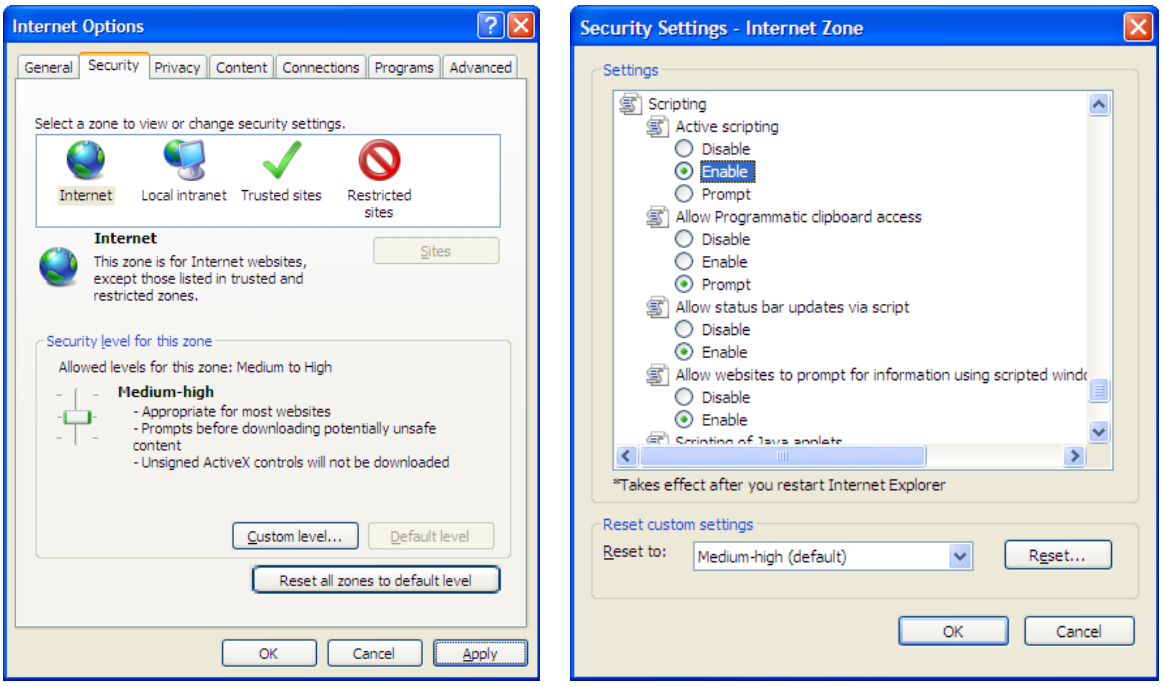
You have 2 options. To adjust the overall security settings to allow JavaScript:

- Click the "Reset all zones to default level" button, as shown in Figure 25
- Click on "OK", and "OK" again if necessary

OR to specifically enable JavaScript without changing other security settings:

- Click the "Custom Level..." button and click on "Enable" for "Active Scripting" as shown in Figure 23
- Click "OK", and "OK" again if necessary

FIGURE 25: ENABLING JAVASCRIPT IN INTERNET EXPLORER

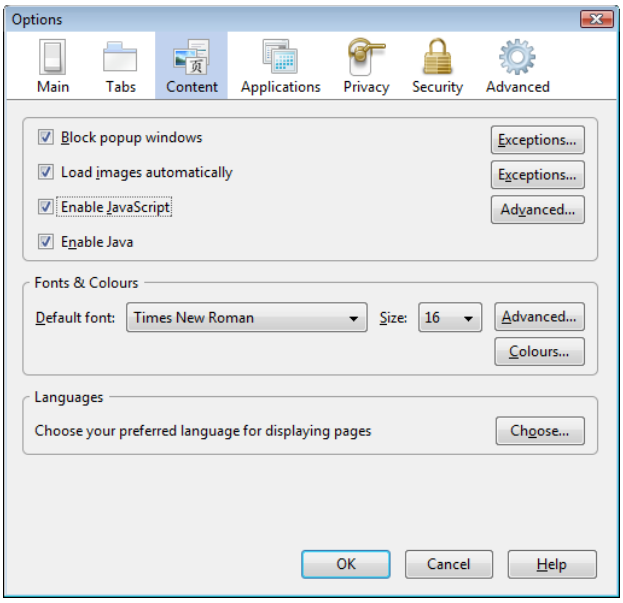


To enable JavaScript on Firefox, carry out the following steps:

- Click the menu "Tools...", "Options..."

- Click the “Content” tab of the “Options” box that appears
- Click “Enable JavaScript” so that it is ticked, as shown in Figure 26
- Click “OK”

FIGURE 26: ENABLING JAVASCRIPT IN FIREFOX



SCENARIO 4: "THIS PAGE CANNOT BE DISPLAYED" WHEN YOU MOVE TO A DIFFERENT SCREEN

If you have successfully been using the Auction System but suddenly "This page cannot be displayed" appears when you click on a link or a button such as "Place Bid" or "Delete Bid", then carry out the following steps:

- Click the "Refresh"/"Reload" button, to attempt to reload the page
- Go to **My Results** to check whether your change was implemented
- Check your Internet connection. Try accessing a site such as "www.google.com" to see whether the same message appears
- Go to the Auction System URL: https://live.applicantauction.com/auction/

If you are still unable to view the Auction System page, or if the page states that the Auction System is unavailable but you can successfully access other Internet sites, then there may be technical problems with the Auction System. In this case, you will be notified when the Auction system will be available again and whether you will need to use a different address to access it.

SCENARIO 5: "THIS PAGE HAS EXPIRED" DISPLAYED WHEN THE BACK BUTTON ON YOUR BROWSER IS USED

Avoid using the "Back" button in your browser to access a previous screen. Instead, choose an option from the Auction Systems Navigation tool.

SCENARIO 6: YOUR COMPUTER CRASHES WHILE YOU ARE USING THE AUCTION SYSTEM

- If either your browser crashes or your computer freezes, we recommended you reboot the machine (or use a different machine) before re-accessing the Auction System.

- If the computer crashes while you are using the Auction System, you may use a different computer to resume your session. Immediately log on to the new computer. For security, once you log on to a new computer, you will be automatically logged out of the previous computer.

- If you were in the middle of placing a bid, the changes will have been lost, and you will need to place that bid again. All other bids in your Entire Bid (which you submitted prior to your computer crash) should be unaffected.

- If the problem recurs, try changing to a different browser. E.g., if you are using Internet Explorer, try using Mozilla Firefox or Google Chrome instead.

- If your computers continue to crash despite taking the steps listed above, please contact the Auction Manager.

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GLOSSARY

Item	Applicable to	Description
Auction	Bidders	The Auction (also called the Applicant Auction), designed and conducted by Innovative Auctions, is an ascending clock auction where prices start at zero and rise to the market price.
Auction Manager	Auction	The Auction Manager sets the Auction, conducts the auction mechanics, and provides support for Bidders throughout the Auction.
Bid	Contention Set	A Bidder's binding expression of willingness to buy a Contention Set for up to the Price entered.
Bid Confirmation	Bidder	A printable screen displaying bidding and budget information for a Bidder. The information applicable to a Bidder cannot be seen by any other Bidders.
Bidder	Auction	A company that has qualified to bid in the Auction.
Bidding Is Open	Round	When the round status in the auction schedule is "Bidding Is Open", the round is open for bidding.
Bought	Contention Set	A Contention Set status indicating that you won the Contention Set. The price paid is the Winning Price.
Closed	Round	When the round status in the auction schedule is "closed", the End Time has been reached for a Round, but the results of the round have not been posted.
Contention Set	Auction	An ICANN Contention Set involved in the auction.
Continue	Bid during round	A Bid status indicating the Bidder may bid for this Contention Set in the next round (unless the Bidder wins the Contention Set as a result of this round).
End Time	Round	The closing time for a particular round. No bids will be accepted during the recess immediately following the End Time.
Entire Bid	Bidder	The sum of a Bidder's most recently entered bid for all Contention Sets that have not yet been Bought as of a particular time.
Exit Bid	Bid during round	A Bid status indicating that from the next round on the Bidder cannot bid for this Contention Set. This status occurs if there is no Standing Bid greater than or equal to the Minimum Price to Continue of the Contention Set. A bid with this status can still win if it is the highest bid.

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Item	Applicable to	Description
Minimum Price to Bid	Contention Set during Round	The lowest price associated with a Contention Set for a particular Round. Bidders may not specify a bid lower than the Minimum Price to Bid.
Minimum Price to Continue	Contention Set during round	The highest price associated with a Contention Set for a particular round. A bid must be greater than or equal to this price to have "Continue" status.
Price	Bid	An amount of money in U.S. dollars.
Recess	Auction	The time between rounds when bids are processed. No bids can be submitted during a recess.
Round	Auction	A time interval during which Bidders can submit bids.
Sold	Contention Set	A Contention Set status indicating that another Bidder has won the Contention Set.
Start Time	Round	The starting time for a particular round. Bids will be accepted after the Start Time.
Still Bidding	Each Contention Set during round	The number of Bidders with bids of at least the Minimum Price to Bid for the Round at the time the round started.
Winning Price	Contention Set	The price, always less than or equal to the highest bid, that a Winning Bidder (the Buyer) of a Contention Set pays for the Contention Set.

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