

## Annex 5 – Launch Policy

*This policy is to be read together with the General Terms & Conditions and words and phrases used in this policy have the same meaning attributed to them in the General Terms & Conditions unless otherwise specified or the context clearly otherwise requires.*

Please note that the Registry may modify this Launch Policy from time to time in order to comply with applicable laws and terms and conditions set forth by ICANN and/or the Registry. Any revisions or modifications to the Launch Policy shall be effective immediately upon the posting of such revisions or modifications on the Registry's website and such amendments shall be binding upon any Applicant and/or Registrant.

### **Qualified Launch Programme (QLP)**

Up to 100 Domain Names will be allocated by the Registry under this QLP before the end of the Sunrise period. The allocation of these Domain Names will comply with the RPMs and the terms of this QLP.

### **Sunrise Overview**

*April 28th 2015, 12:00 UTC – May 28th 2015, 12:00 UTC*

Sunrise is a limited-time opportunity for trademark holders who have entered their marks into the Trademark Clearinghouse database (TMCH) and who wish to register Domain Names in the .amsterdam Top Level Domain ("TLD").

The Sunrise of .amsterdam Top Level Domain is a Start Date Sunrise. In this Start Date Sunrise the Registry will give 30-days notice before commencing the Sunrise. Sunrise will run for thirty (30) days, prior to the Registry's Landrush Period. SMD Files submitted with Sunrise Applications are verified by the Registry against the TMCH. Sunrise Applications missing a valid SMD File or containing an invalid SMD File will be rejected by the Registry. Applications by trademark owners are processed on a first-come-first-served basis and domains are registered as applications are made during the Sunrise period.

### **Local Government Limited Registration Period (LRP) Overview**

*May 29th 2015, 12:00 UTC – May 31st 2015, 19:00 UTC*

The Local Government Limited Registration Period (LRP) is a limited-time opportunity for City and municipal governments within the City of Amsterdam who wish to register Domain Names in the .amsterdam TLD.

### **Local Government**

The local government can register their own names and the names of the places (e.g. streets and boroughs) in their municipality. These names are determined by the City administration and allocated by the Registry Operator.

### **Landrush Period Overview**

*June 1st 2015, 11:00 UTC – August 14th 2015, 15:00 UTC*

This phase is designed to give priority to Amsterdam based businesses, organizations and individuals. The Landrush Period is open to all but there are certain requirements for prioritization of applications as laid out below.

The Landrush Period will run for seventy-five (75) days, following the Registry's Sunrise Period. During this period, anyone may apply for Domain Names in the TLD as an expression of interest. Domain Names in the TLD with only a single eligible applicant will be allocated to such applicant.

Where there is more than one Application for a Domain Name, Domain Names will be allocated according to the following priority ranking:

1. Applications from Public Authorities with a physical address in Amsterdam for names to which they demonstrate a prior right;
2. Applications from Public Authorities with no physical address in Amsterdam for Domain Names to which they demonstrate a prior right;
3. Applications from entities (companies and organizations) with a physical address in Amsterdam for Domain Names to which they demonstrate to be holding a prior right, including and limited to: trademarks registered with the Benelux Office for Intellectual Property or the Office for Harmonization in the Internal Market, business name and/or trading names (including clear variations and/or abbreviations thereof);
4. Applications from entities (companies and organizations) with no physical address in Amsterdam for names to which they demonstrate a prior right: registered trademarks with the Benelux Office for Intellectual Property or the Office for Harmonization in the Internal Market, business name and/or trading names (including clear variations and/or abbreviations thereof);
5. Applications from associations in the City of Amsterdam, like associations of shopkeepers within a named geographical area (street, square, quarter and the like) of the City, claiming the name of the geographical area as a domain name;
6. Applications from individuals with a physical address in Amsterdam for names to which they demonstrate a prior right: individual name;
7. Applications from both entities (companies and organizations) and individuals with a physical address in Amsterdam but no demonstrable prior right to Domain Name;
8. Applications from both entities (companies and organizations) and individuals with no physical address in Amsterdam but no demonstrable prior right to a Domain Name.

The Registry will contract with a third party, a Validation Agent, to undertake validation for Applications for names where there is more than one Application with the same priority ranking. Auctions will be used to determine who among eligible Applicants within the same rank will be allocated the Domain Name in question.

### **Scope and eligibility**

Applications may be submitted in the form provided by registrars for any available domain name that has not been reserved, restricted, blocked, registered, awarded, or otherwise allocated prior to commencement of the Sunrise, LRP and Landrush Period. As part of a Domain Name Application made during Sunrise, LRP or Landrush, the Registry may request certain information about the applicant, including without limitation, name, contact information and, as the case may be, proof of the prior right invoked by the candidate registrant.

In order to be eligible to register Domain Names within the TLD during Sunrise, LRP or Landrush, the domain name must be identified, a complete application must be submitted, including where applicable the SMD file, and corresponding fees paid by the candidate registrant's registrar to the Registry within a specific timeframe.

### **Allocation**

At the end of the Landrush Period, the Registry will allocate Domain Names as follows:

1. Landrush-eligible Domain Names that do not fall into the prior categories and for which there is only one eligible Applicant at the end of the Landrush Period will be allocated to such Applicant at that time.
2. Landrush-eligible Domain Names for which there are multiple eligible Applicants within the same priority-category, following the outcome of an auction organized by the Registry.

Domain Names awarded to eligible single Applicants will be permitted to resolve following conclusion of the Landrush Period. If more than one Application has been received for a particular available Domain Name during the Landrush Period, all of the Applicants for such a Domain Name will be notified of the existence of other eligible Applications for the same Domain Name, and the Registry-appointed third-party auction provider will resolve such contention by way of an auction, the outcome whereof will determine which Applicant will become the Registrant of such Domain Name.

Domain Names awarded to the prevailing party in a Landrush Auction will be permitted to resolve pursuant to the auction rules defined by such auction provider.

### **Auction**

If multiple applicants apply to register an identical Domain Name during the Landrush Period, Applications in contention will be resolved by an auction conducted by the Registry-contracted third party auction provider.

Applicants are not obliged to participate in an auction; instead, they may choose to withdraw the application. The outcome of any auction shall be deemed final and binding upon the parties.

### **General Availability**

*September 1st 2015, 11:00 UTC*

Ongoing General registration period commencing after the launch phases during which available Domain Names can be registered by any natural person or entity on a first-come, first-served basis.

### **Trademark Claims Notice Service**

The Trademark Claims Notice Service is a service that is offered by the TMCH, and – with respect to the .amsterdam gTLD, applies to the Landrush Period and at least for the first 90 days of General Availability. During this timeframe, each Accredited Registrar is required to provide notice to all Applicants and candidate Registrants who attempt to register a Domain Name that matches a Trademark Record verified by the Trademark Clearinghouse ("Claims Notice") and the Trademark Clearinghouse will provide Notice of Registered Names ("NORNs") to the trademark holders.