

**CHARLESTON ROAD REGISTRY INC.
LAUNCH APPLICATION**

Internet Corporation for Assigned Names and Numbers ("ICANN")
12025 Waterfront Drive, Suite 300
Los Angeles, California 90094
Attention: New gTLD Program Staff

RE: Launch Application Request

Charleston Road Registry Inc. d/b/a Google Registry ("Google Registry") hereby submits for approval the below described launch program pursuant to Section 4.5.1 of the Trademark Clearinghouse Rights Protection Mechanism Requirements (the "TMCH Requirements").

Google Registry desires to offer a launch program on the following registration policies and terms and conditions (the "Launch Application"):

Overview and Purpose

The purpose of .new registry is to provide a secure namespace for action generation or online creation flows.

The proposed launch program will facilitate the purpose of the .new registry by demonstrating use cases for .new second-level domains ("SLDs") to other potential registrants in advance of the Sunrise period. Specifically, by engaging launch partners that will build websites featuring action generation or online creation flows, it will promote awareness of the planned usage-based registration policies for .new and ensure that the intended use case for the .new TLD is seeded appropriately. The launch program will also accelerate content development for .new SLDs by allowing launch partners to begin developing content on the gTLD as soon as possible. Finally, the launch program will increase general public awareness and clarity regarding how .new SLDs will behave and the security benefits associated with the TLD.

Google Registry believes that the benefit of the program will be to promote the success of not only the .new registry but ICANN's new gTLD program as well. By publicizing quality .new websites to consumers at an early stage and indicating the type of specialized content they will find there, Google Registry will be able to guide interested registrants to the opportunities afforded by .new SLDs. In addition, by launching and promoting select

domain names before and during Sunrise, Google Registry will raise awareness of the Sunrise program and allow trademark holders who may have otherwise not been able to avail themselves of the opportunity to protect their brands during the .new Sunrise to do so. Google Registry will also be able to generally demonstrate the value of the new gTLD program, which enhances consumer choice by expanding the SLD namespace, providing registrants with flexibility, opportunities for differentiation, and enhanced utility of domain names.

Launch Program Criteria

SLD Allocation: Google Registry intends to register up to 53 .new SLDs to launch partners identified by Google Registry in advance of Sunrise. This limited scope of SLDs should not have a material impact on the total number of SLDs available during the other phases of domain registration.

Selection criteria: Google Registry will identify third-party launch partners that contribute to the goals of the .new registry as set forth herein. Potential launch partners or “anchor tenants” will consist of prominent registrants with commonly-visited sites whose users would benefit for shortcuts for online actions and creation flows, such as operators of productivity tools, messaging services, online forums, and booking systems. .

Registration method: Launch partners’ SLDs will be registered using one or more ICANN-accredited registrars.

Timeline: Launch program SLDs may be registered up to 30 days prior to the commencement of the Sunrise Notice; registration of Launch program SLDs may continue during the Notice period and Sunrise.

Phase	Timeframe	Description
Qualified Launch Period	September 6, 2019 - January 14, 2020	A period during which up to 53 .new SLDs may be registered to third parties to promote the TLD. Continues during the Sunrise Notice and Sunrise Period and Limited Registration Period.
Sunrise Notice	September 15, 2019 or earlier (30+ days)	A period of at least 30 days during which trademark owners are notified of the .new Sunrise Dates and policies

		to prepare registrations.
Sunrise Period	October 15, 2019 - January 14, 2020 (30+ days)	A period of at least 30 days during which trademark owners may register eligible SLDs in .new on a first come, first served basis.
Limited Registration Period	January 14, 2020 - July 14, 2020	A period during which prospective registrants can apply to operate .new names, which will be allocated by Google Registry in batches provided that they demonstrate compliance with the .new registration policy and other specified criteria.
General Availability	Indefinite	The standard registration period where all registrants can register .new domains on a first come, first served basis.

Intellectual property considerations: Google Registry's launch program will work hand-in-hand with the TMCH Requirements to ensure the protection of brand owners and to prevent consumer confusion. As required in the QLP Addendum, prior to registration of any launch program SLD, Google Registry will verify whether the name appears on the Sunrise List and, if so, will only register the name under the conditions set forth in the addendum. Further, as set forth in the gTLD application for .new, Google Registry has also adopted several voluntary supplemental measures for the protection of intellectual property rights, including a permanent Claims Service which will incorporate the "enhanced" claims mechanism, permitting brand owners to continually monitor up to 50 previously abused trademark variants per TMCH entry. Any names registered under Google Registry's launch program will be subject to this Claims Service. All registrants will also agree to participate in and abide by any determinations made as part of ICANN's dispute resolution procedures, including the Uniform Domain Name Dispute Policy and Uniform Rapid Suspension Policy.

Additionally, as set forth above in the selection criteria, launch program SLDs will be internally reviewed to ensure that they promote the goals of the launch program, meet the requirements set forth in the .new registration policy, and mitigate the possibility that consumers will be confused as to the source or function of a launch program domain.

Representations

Google Registry represents that the Launch Application described above is a true and correct description of Google Registry's launch program. Google Registry agrees that if Google Registry makes any changes to the Launch Application (whether before or after the Launch Application has been approved), it will promptly provide ICANN with a revised description of the Launch Application.

Google Registry acknowledges and agrees that in the event that any of the information contained in the Launch Application becomes untrue (including after ICANN has approved the Launch Application), any approval granted by ICANN to the Registry Operator for the Launch Application shall immediately expire, and Registry Operator shall immediately cease accepting registrations under the Approved Launch Program.

Submitted by: Stephanie Duchesneau

Position: Program Manager

Date: July 29, 2019

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