**STARTUP PLAN**

**Date of Implementation**: 2020-02-28

**Summary**

This document outlines the key dates for the launch of the .CPA gTLD (“.CPA”) as well as the requirements prospective Registered Name Holders must meet in order to register and maintain a domain name in .CPA. Capitalized terms not defined herein have the definitions set forth in the “Definitions” documents.

**Minimum Baseline Requirements**

All domain names registered in .CPA must comply with the following baseline requirements, including, but not limited to:

* -  Acceptable Use Policy;
* -  Name Selection Policy;
* -  Registrant Eligibility Policy;
* -  Registration Eligibility Dispute Resolution Policy;
* -  Reserved Names Challenge Policy;
* -  Sunrise Dispute Resolution Policy; and
* -  Registration Data Access Policy

Registry Operator through its agents will review whether the Registered Name Holder meets the eligibility requirements for registering/maintaining a .CPA domain name registration.

**Phases**

During all registration phases potential registrants and Registered Name Holders must meet the eligibility requirements contained in the Registrant Eligibility Policy and the Name Selection Policy in addition to any requirements of the specific registration period.

**Sunrise (end-date)**

The Sunrise Period will be for all qualified Registered Name Holders that in addition to meeting Registry Operator minimum baseline registration requirements pursuant to the Registrant Eligibility Policy also have a mark registered in the ICANN Trademark Clearinghouse (TCMH) matching the domain name they wish to register, provided that the domain name is not Reserved by Registry Operator and meets the requirements of the Name Selection Policy.

All names registered during this period will be processed before any names in any subsequent period.

The dates of this period are July 1, 2020 - August 31, 2020.

Sunrise Dispute Resolution Policy

Registry Operator will have a Sunrise Dispute Resolution Policy (SDRP) for third parties to file an administrative challenge against any non-compliant Sunrise registrations. This SDRP will be administered by the National Arbitration Forum (NAF).

SDRP Challenge Period Begins: Sep 1, 2020 - SDRP Challenge Period Ends: September 30, 2020

**Trademark Holders Period**

The Trademark Holders Period, to be conducted as a Limited Registration Period, will coincide with the Sunrise period. During this phase applications from licensed CPA Firms that have active trademarks registered with the U.S. Patent Trademark Office with registration dates earlier than February 1, 2020 will be accepted. During the Trademark Holders Registration Period, domain names or variants of domain names that correspond to registrant trademarks, trade names or service marks will be available for registration. Qualified registrants can apply to register domain names that meet the requirements of the Name Selection Policy during this period; however, such domain names will be subordinate in priority to Sunrise registrations and will not be allocated until after all Sunrise domain name registrations have been allocated.

The dates of this period are July 1, 2020 - August 31, 2020.

**Early Application Period**

The Early Application Period, to be conducted as a Limited Registration Period (LRP), will be for registrants who meet the eligibility requirements in the Registrant Eligibility Policy and agree to usage requirements. During this phase Registry Operator will accept applications from qualified registrants who commit to usage requirements. The specific usage requirements will be available on the website <https://domains.cpa>. All domain names registered during this period will be subject to the Registration Eligibility Dispute Resolution Policy, which provides third parties the ability to challenge a domain name registration.

Name registrations will be allocated at the end of the registration period and will be subordinate in priority to the Sunrise and TM Holders registrations.

The dates of this period are July 1, 2020 - August 31, 2020.

**Limited Registration Period**

The Limited Registration Period, to be conducted as a Limited Registration Period (LRP), will be for registrants who meet the eligibility requirements in the Registrant Eligibility Policy and agree to usage requirements. During this phase Registry Operator will accept applications from qualified registrants who commit to usage requirements. The specific requirements will be available on the website <https://domains.cpa>. All domain names registered during this period will be subject to the Registration Eligibility Dispute Resolution Policy, which provides third parties the ability to challenge a domain name registration.

Domain Name registrations in this phase will be allocated on a first-come first-served (FCFS) basis.

The dates of this period are September 1, 2020 – October 31, 2020.

**General Availability**

After the Limited Registration Period, domain name registrations will be allocated on a first-come, first-served basis provided the Applicant and domain name comply with Registry Operator’s Registrant Eligibility and Name Selection Policies. General Availability will commence on November 1, 2020.

**Trademark Claims Notice Period**

Registry Operator will initially offer a Trademark Claims Notice service during the timeframe identified below, although Registry Operator reserves the right to extend this Trademark Claims Period in the future provided that appropriate approval/notification is provided by Registry Operator:

The dates of this period are November 1, 2020 – February 1, 2021.