

## **.GIVING Launch Plan**

### **1. Launch Phase Schedule**

<b>Phase</b>	<b>Begin</b>	<b>End</b>
<b>Sunrise</b>	October 13, 2022	December 13, 2022
<b>Landrush</b>	December 20, 2022	January 20, 2023
<b>General Availability</b>	January 20, 2023	April 20, 2023 (claims end)

### **2. Sunrise Registration Policy**

Sunrise provides trademark holders the ability to register domain names matching their existing trademarks prior to domain names being available to the general public. During Sunrise, the holder of a trademark that has been verified by the Trademark Clearing House (“TMCH”) (“Trademark Holder”) to apply to register the corresponding .GIVING domain. During Sunrise, Trademark Holders may apply for a domain that constitutes an exact match of their mark, in accordance with the Trademark Clearinghouse (“TMCH”) policy found at <https://www.trademark-clearinghouse.com/content/registered-trademarks>.

If a Trademark Holder fails to reserve any domain matching their existing trademarks during Sunrise, any other party is free to register that domain during Landrush and General Availability, subject to Registry Policies, the TMCH Claims Service, and applicable laws and regulations.

The Registry shall:

- (i) notify the TMCH whenever a valid Sunrise application is received; and
- (ii) charge a Sunrise registration fee during the Sunrise Phase. The renewal price for domains registered during Sunrise and names registered as part of the Extended Sunrise program will be the applicable renewal fee (also used for the General Availability phase) then in effect.

PIR will offer 6 premium price tiers beginning in Sunrise:

- 1. \$1,000
- 2. \$400
- 3. \$200
- 4. \$99
- 5. \$66
- 6. \$30

Sunrise registrations may be purchased in yearly increments of no less than one (1) year and no more than ten (10) years, commencing on the date on which the domain is registered.

The Registry will operate an “End-Date Sunrise” process lasting sixty (60) days. This means allocation of domains occurs at the end of Sunrise. Sole applicants meeting all Sunrise criteria for an available domain will be awarded their applied-for domain. In the event there are multiple eligible applications for the same domain, the Registry will award the domain to the applicant who first submitted the application. Note that certain names may be withheld from Sunrise availability, in accordance with Registry Policies.

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After a Sunrise domain is awarded to an applicant, it will remain under a Sunrise Transfer Lock status for a minimum of sixty (60) days to allow parties to file Sunrise Challenges (see Sunrise Dispute Resolution Process, below). Locked domains transferred.

### **3. Landrush Registration Policy**

In order to be eligible to apply for a domain during the Landrush Phase, the applied-for domain must comply with .GIVING Policies and Registration Requirements. No prior rights need to be claimed for applications in this phase. Landrush will operate on a first come first served basis.

#### *Registration Requirements*

The following terms must be presented by the registrar and accepted by the applicant to be eligible to apply to register a domain name during the Landrush period:

As a condition to registering a domain name in the .GIVING during Landrush (December 20, 2022 through January 20, 2023), you agree that by registering your domain name, you represent and warrant that: (a) you currently use one of Blackbaud's digital giving solutions or will evaluate the free Giving Checkout™ solution offered by JustGiving from Blackbaud available at this [link](#) and (b) you acknowledge and agree that the Registry or the registrar can cancel the registration of the domain name if your warranty is found to be untrue, incomplete, incorrect, or misleading.

### **4. General Availability**

During the General Availability Phase any interested party shall register a domain on a first-come, first-served basis provided that the domain is:

- (i) Not a Reserved name;
- (ii) Available for registration;
- (iii) In compliance with .GIVING Registration Policies; and
- (iii) Not the subject of a Sunrise challenge.