

**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") may allocate or register up to 100 domain names in .esq prior to or during the Sunrise Period (the "Launch Program") in compliance with Specification 5, Section 3.2, of the .esq Registry Agreement and the Trademark Clearinghouse Rights Protection Mechanism Requirements (the "TMCH Requirements").

*Timeline:* Launch Program SLDs may be registered with the commencement of the Sunrise Notice; registration of Launch Program SLDs may continue during the Sunrise Notice period, Sunrise and Early Access Period.

Phase	Timeframe	Description
Launch Period	March 3, 2023 - May 2, 2023	A period during which up to 100 .esq SLDs may be registered to promote the TLD. Continues during the Sunrise Notice and Sunrise Period.
Sunrise Notice	March 3, 2023 (30+ days)	A period of at least 30 days during which trademark owners are notified of the .esq Sunrise Dates and policies to prepare registrations.
Sunrise Period	April 2, 2023 - May 2, 2023 (30+ days)	A period of at least 30 days during which trademark owners may register eligible SLDs in .esq on a first come, first served basis.
Early Access Period	May 3, 2023 - May 10, 2023	A period during which all registrants can register .esq domain names on a first come, first served basis provided that they pay a variable early access registration fee.

General Availability	May 10, 2023	The standard registration period.
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*Intellectual property considerations:* The Launch Program will work hand-in-hand with the TMCH Requirements to ensure the protection of brand owners and to prevent consumer confusion. Further, 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.

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 .esq registration policy, and mitigate the possibility that consumers will be confused as to the source or function of a launch program domain.

Submitted by: Kalina Ostalska

Position: Program Manager

Date: February 17, 2023

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