

STARTUP PLAN

1.0 Startup Plan

Version Control: 3.1

Date of Implementation: 20232201

2.0 Summary

This document outlines the key dates for the launch of the .MUSIC Top Level Domain (“MTLD”), as well as the requirements prospective Registered Name Holders must meet in order to register and maintain a domain name in the MTLD.

3.0 Minimum Baseline Requirements

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

* Registrant Eligibility Policy
* Registration Eligibility Dispute Resolution Policy
* Anti-Abuse and Legitimate Use Policy
* Name Allocation Policy
* Name Selection Policy
* Sunrise Dispute Resolution Policy
* Privacy Policy
* Pricing Policy
* Registrar Requirements Policy

Registry Operator will work with an Identity Verification Service Provider, ID.music, a Cypriot (EU) partner entity that will verify registrant identity confirm music community profile data requirements, and may obtain data to review whether the Registered Name Holder meets the eligibility requirements for registering/maintaining a MTLD domain name registration.

4.0 Qualified Launch Program

The Registry Operator will offer a Qualified Launch Program from prior to the start of Sunrise and provide a mechanism for the Registry Operator to register a limited number of names to third parties that will help to promote the MTLD. At first, registration priority for MTLD domain names under this Program will be given to those with a valid Signed Mark Data file issued by the TMCH, Domain names will be registered on a first come, first served basis during this period. After Sunrise, the Qualified Launch Program will be available on a first come first served basis and only to qualified applicants as determined by the Registry Operator. This period may overlap and extend beyond the Sunrise Period. The Registrant Eligibility Policy applies to these registrations.

* Qualified Launch Period Begin (Date): 15-­May-2023
* Qualified Launch Period End (Date): 10-September‐2023

5.0 Sunrise Period

The Registry Operator will implement a Start-Date Sunrise (i.e., First Come, First Served) for all qualified Applicants that meet the Registrant Eligibility Policy and have a valid Signed Mark Data file issued by the Trademark Clearing House matching the domain name string they wish to register, provided that the domain name is not reserved by the Registry Operator. All domain names registered during this period will be subject to the Sunrise Dispute Resolution Policy, which provides third parties the ability to challenge that a domain name registration was improperly granted/denied.

* Sunrise Period Begin (Date): 11-September-2023
* Sunrise Period End (Date): 15‐November-2023

5.1 Sunrise Dispute Resolution Policy

The Registry Operator has 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 (“Forum”)

* SDRP Challenge Period Begins: 16-­November­2023
* SDRP Challenge Period Ends: 16‐December-2023

6.0 Music Community Organization Phase.

This is a restricted period that starts after Sunrise and concludes before General Availability. This period is restricted and is exclusively for individuals, businesses, corporations, and legal entities with established content, work, commerce, and history in the music community/industry (Music Community Classification, according to the Registrant Eligibility Policy, subsection 5.1). The Registry Operator reserves the right to extend this Music Community Program in the future provided that appropriate approval/notification is provided by the Registry Operator.

* Music Community Organization Phase Begins: 16‐October­2023
* Music Community Organization Phase Ends: 24-May­2024

7.0 General Availability

After the Music Community Program MTLD domain name registrations will be allocated on a first come, first served basis provided the Registrant and domain name comply with Registry Operator’s Registrant Eligibility Policy.

* General Availability will commence: 25-June­2024

8.0 Trademark Claims Period

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

* Trademark Claims Period Begins: 25-June­2024
* Trademark Claims Period Ends: 26‐December‐2024