

## **LAUNCH PLAN & TIMELINE**

Version 1.0 – 10/29/2015

**Summary:** This Launch Plan outlines and describes the phased launch process for the TLD. The dates and periods listed below are subject to change. All such changes will be posted on the Registry Website. This Launch Plan for the TLD is to be read together with the Registry Agreement, the .HOTELES Registry Policies, the Registrant Agreement for the TLD, and the Registry-Registrar Agreement for the TLD.

### **.HOTELES LAUNCH OVERVIEW**

The following chart illustrates the timing of the launch phases through which secondlevel domain names will become available for registration by eligible Applicants:

<b>Phase</b>	<b>Duration</b>	<b>Start &amp; End Date</b>
<b>Qualified Launch Program / Founders Period</b>	45 Days	<b>End of Controlled Interruption – Sunrise</b>
<b>Sunrise</b>	70 Day	<b>Start: December 22, 2015 00:00 UTC</b> <b>End: March 1, 2016 00:00 UTC</b>
<b>General Availability (“GA”)</b>		<b>Start: March 16, 2016 14:00 UTC</b>

### **.HOTELES LAUNCH PHASES**

Below is a more detailed overview of each launch phase, as well as information about registrant eligibility and name allocation during each phase.

#### **QUALIFIED LAUNCH PROGRAM & FOUNDERS PERIOD**

This 45 day Qualified Launch Program & Founders Period (“QLP”) will run prior to the start of Registry’s Sunrise period (as defined below). Consistent with the Registry’s stated mission and purpose, certain eligible early partners and prospective Registrants (“Founders”) will be given a priority opportunity to register certain domain names for the purpose of promoting the TLD. The Registry may also allocate up to one hundred (100) Domain Names to Founders, subject to the terms and conditions set forth in ICANN’s

Trademark Clearinghouse Rights Protection Mechanism Requirements, Qualified Launch Program Addendum. All Rights Protection Mechanism terms and conditions contained therein will apply to domain names registered by the Founders during this launch phase.

## **SUNRISE**

The Registry will implement an End-Date Sunrise, as defined in Section 2.1.1 of ICANN's Trademark Clearinghouse Rights Protection Mechanism Requirements policy. During the Sunrise Phase, the holder of a trademark, that has been previously verified by the officially mandated ICANN Trademark Clearinghouse and which fulfills the eligibility requirements set out in the TLD's Registration Policy, (the "Trademark Holder") shall have the opportunity to apply for and register the domain name that corresponds with those trademarks during a limited period of time before registration is open to the public at large, upon the terms and conditions set forth more fully in Registry's Sunrise Policy and Registration Policy.

## **GENERAL AVAILABILITY PHASE**

General Availability ("GA") will follow QLP and Sunrise. After the Launch phases described above in this Launch Plan, and once GA has commenced any interested party shall be permitted to apply for a domain name, on a first-come, first served basis, provided that such interested party and the domain name are compliant with the Registration Policy and provided that the domain name is:

- (i) Not a Reserved name;
- (ii) Available for registration; and
- (iii) Not subject of a pending Sunrise challenge.

## **LEGAL DISCLAIMER**

No Guarantee: The Registry provides no guarantees in relation to various phases of the Launch Plan in regards to Registration. Acquisitions of Registry domain names shall be determined either through allocation by the Registry, RFP, third party auction, or on a first-come, first-served basis, assuming that the Applicant meets all of the eligibility requirements designated by the Registry. First-come, first-served has many risks, and the Registry makes no guarantees or warranties as to whether any Applicant will be successful in registering any Registry domain name. Additionally, the Registry is not responsible for any failure on the part of the Registrant to timely file required paperwork, documents or other materials that may be required by the Registry to successfully procure a Registry domain name or any failures on the Registry's part to timely pass on any communications or information requests between the Registrant and the Accredited Registrar. The Registration services are offered as a courtesy and are offered "AS IS" with no guarantees or warranties whatsoever. Applicants during the Sunrise phase

agree that they will not hold the Registry responsible for any failed attempt to obtain a domain name and that, except as otherwise expressly set forth herein, all fees charged in relation to the Registry's Sunrise phase services are non-refundable, regardless of the circumstance and regardless of the outcome. You acknowledge that the Registry, its parent and/or subsidiary companies may participate in the Sunrise phase and that if the Registry is successful in acquiring a domain name which an Applicant has also applied for, that the Registry may award the domain name to itself and/or its parent and/or subsidiary company and not to the Applicant and that the Registry may do so without any obligation or liability to the Applicant.

**Amendment**

Please note that Registry may amend or modify this Launch Plan from time to time, in its sole discretion. Any amendments or modifications to this Registration Policy shall be effective thirty (30) days after the initial date of posting such amendments or modifications on Registry Website and such amendments shall be binding upon all affected parties, including without limitation, domain name Registrants, registrars, and ICANN.

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