The Qualified Launch Program (QLP) Addendum was made available for new gTLD registry operators on the 10th of April 2014. The .NRW registry intends to use this QLP, which enables the registry to issue up to a hundred domain names under the .NRW TLD to third parties before the end of Sunrise to help promote awareness that the .NRW TLD is launching, while maintaining safeguards against intellectual property infringement.

According to the QLP Addendum that the .NRW registry intends to use, if a domain name matches a label in the Trademark Clearinghouse (TMCH), the domain name may be registered to a Sunrise-Eligible Rights Holder, as defined in the TMCH Requirements. If a domain name does not match a label in the Trademark Clearinghouse, the domain name may be registered in a Qualified Launch Program to any third party.

The QLP will launch on the 16 December 2014 and will end on the 14 February 2015. The .NRW registry is fully in compliance with the QLP and will:

* obtain a Sunrise list, including all the labels associated with a Signed Mark Data (SMD) file, from the Trademark Clearinghouse.
* Check the domains names the .NRW registry would like to assign against the list.

The .NRW registry may give out QLP domain names to Sunrise-eligible right holders, public authorities, and anyone, if the name isn´t on the list and the .NRW registry has distributed less than 99 other names.