

Launch Plan for .SAARLAND

Phase 1: Sunrise

According to the deviating priority of applications, the Sunrise Phase will be split into two concurrent phases, Sunrise A and Sunrise B.

Sunrise A Applications

During the Sunrise all entities eligible for Sunrise registration under ICANN's new gTLD program, i.e. with an in-use trade or service mark as registered and validated by the TMCH will be able to register the domain names exactly matching the registered string (Sunrise A application).

Required specification for a domain name application during this phase will be: a Signed Mark Data (SMD) file as provided by the TMCH. Please see the eligibility requirements of the [TMCH](#) for further information.

Sunrise B Applications

Furthermore, during the Sunrise Phase other Saarland rights holders will be allowed to apply for the registration of domain names corresponding to their registered or protected name (Sunrise B application) through a dotSaarland accredited registrar, however, due to ICANN regulations, the allocation of successfully registered domain names will be subsequent to the end of the Sunrise A and the allocation of Sunrise A domain names.

Qualified for the participation in Sunrise B are companies registered in the trade registers of the courts of the federal state of Saarland, registered associations recorded in the registers of associations at the courts of the federal state of Saarland, statutory entities ("Köperschaften des öffentlichen Rechts") with a domicile or a subsidiary in the Saarland, trade names and business identifiers in use in the Saarland as well as geographic indications and designations of origin within Saarland. The protective effect for the secured term, that shall be protected as domain name, must have been of effect before July 1, 2013.

In case of multiple valid applications for a domain name during Sunrise B, Sunrise B applications of statutory entities will have precedence over those of other applications.

Sunrise B applicants shall send the information and documents required as proof of authority directly to their .SAARLAND accredited registrar. The required evidence is listed in the Sunrise Policy.

The registry has the right to verify all Sunrise B applications through a validation service nominated by the registry itself.

The domain name labels applied for in Sunrise B have to be an identical match of the name recorded in the respective register or statutory reference.

When a registered name contains a special character that cannot be represented in a domain name label, the following rules A and B will apply:

Special characters contained within a recorded name that are unable to be used in a domain name label may be either: (i) omitted; or (ii) replaced by hyphens (Rule A).

In addition, special characters "@" and "&" contained within a recorded name may be spelled out with appropriate words of the language(s) used in the recorded name. However, in accordance with the ICANN IDN Guidelines, labels with mixed scripts will not be generated (Rule B).

Name affixes such as the company or association type (e.g. GmbH, UG, e.V., etc.) may be omitted (Rule C). Direct references to the Saarland or the Saar Region may also be omitted, for example "Saarländische...", "... des Saarlandes", "...Saar" or "... Saarland" (Rule D).

In case of applications by statutory entities, abbreviations of the name of the statutory entity may be applied for as domain names, provided that said abbreviation is commonly used and interchangeably used with the full name by the entity. The active use of the abbreviation has to be documented with suitable evidence, see

Sunrise Policy (Rule E).

Based on the hypothetical registered name of a company, association or statutory corporation, possible identical matches in the .SAARLAND TLD could be as follows:

<i>Hypothetical name</i>	<i>Rule</i>	<i>Possible Identical Matches in the .SAARLAND TLD</i>
ICANN Example	A	icann-example.saarland icannexample.saarland
ICANN-Example	A	icann-example.saarland
Example&Test	B	exampletest.saarland example-test.saarland exampleandtest.saarland exampleundtest.saarland
ICANN GmbH	C	icann.saarland icann-gmbh.saarland icanngmbh.saarland
ICANN_Example	A	icann-example.saarland icannexample.saarland
Deloitte トーマツ	A	None
Flohzirkusverein des Saarlandes	D	Flohzirkusvereindessaarlandes.saarland Flohzirkusverein-des-saarlandes.saarland Flohzirkusverein.saarland
Flohzirkuskammer des Saarlandes	E	fzk.saarland

Minimum Registration Period: 2 years, no trades or owner changes in the first five years

Duration: 60 days (starting with the beginning of the Sunrise Notice Period)

Sunrise Quiet Phase

During the Sunrise Quiet Phase, which will run in parallel to the Founders Quiet Phase, the dotSaarland GmbH will complete the Sunrise B validations. If multiple, valid Sunrise A applications are received for the same domain name, the domain name will go into a closed auction. If multiple, valid Sunrise B applications are received for the same domain name, the domain name will also go into a closed auction unless the preference rule for statutory entities applies. In case of a valid Sunrise A and Sunrise B application for the same domain name, only the Sunrise A application will be processed. All domain name applications with one valid Sunrise application will be registered after the end of the Sunrise Quiet Phase.

Duration: 7 days (starting after the end of the Sunrise)

Sunrise Auction

Sunrise domain names will not be available for Landrush or General Availability. All names with multiple, valid Sunrise A or Sunrise B applications will go into a closed auction between the respective Sunrise A or B applicants.

Duration: 14 days (starting after the end of the Sunrise Quiet Phase)



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Phase 2: Founders Initiative

The Founders Initiative will start parallel to the Sunrise and end on the 30th day of the application window for the Sunrise. With this initiative, prospective Founders (companies, organizations and individuals) will be given the opportunity to apply for the registration of a certain domain name by submitting a proposal for utilization in a business plan / development plan under the terms of the Founders Program directly with the registry. The application documents will only be provided in German. The application for a Founders domain has to be written in German language. All applications must be complete.

No applications for registration in the Founders Initiative will be reviewed in case a conflicting Sunrise application for an identical string has been received. The applied for strings may also not correspond to any strings listed on the .SAARLAND reserved or blocked lists. In case an application matches a string included in the TMCH database but not applied for in the Sunrise Period, the applicant will be informed about this match and must confirm his intention to proceed with the application. All complete and applicable applications received will be reviewed by an independent panel established by the dotSaarland e.V. (registered association) in a fair and independent process. The domain name applications that have been approved by the panel and meet the requirements of the Founders Program shall be made available to the applicant for registration. The applicant will be contractually bound to realize the development plan and follow the terms of the Founders Program.

The development plans for domain names allocated as part of the Founders Program must be realized within one year after delegation. Random validation checks of domain names allocated in the Founders Program will be conducted to ensure compliance and may lead to the appropriation of the domain names by the registry. The validation of the use according to the proposal for utilization will occur approximately one year after delegation.

A non-refundable application fee applies for registration applications during the Founders Program. Domain names awarded in the Founders Program will be locked against transfer and change of ownership for the first two years after their registration date to prevent abuse of the program.

Minimum Registration Period: 2 years

Duration: 30 days (starting with the Sunrise to terminate at the half time of the Sunrise)

Founders Quiet Phase

During the Founders Quiet Phase, the independent panel established by dotSaarland e.V. will decide, which of the applications comply with the goals of the Founders Program. Premium domain names without applications or with rejected applications during the Founders Program will remain reserved by the registry and may be auctioned at a later time. All domains with successful applications in the Founders Program will be published and delegated after the end of the Founders Quiet Phase (52 days after the start of the Founders Program).

Duration: 7 days (starting after the end of the Founders Program)

Premium Domain Auction

Premium domain names will not be available during the Landrush or General Availability Phases. All premium names not awarded during the Founders Program (or applied for as a Sunrise domain name) will go into auction. The dotSaarland GmbH reserves the right to exclude premium domain names without applications from the Premium Domain Auction program prior to its launch for a release at a later date.



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Phase 3: Landrush

The Landrush Phase will be split into two parallel eligibility categories, Landrush A and Landrush B. During the Landrush Phase, the price for domain registrations will be higher than in the subsequent General Availability Phase.

Landrush A Applications

Landrush A applications are available for companies, organizations and natural persons having a domicile within the federal state of Saarland. The required specification for a Landrush A application by Saarland applicants will be: The Owner and Admin-C contact have to include a valid address in Saarland. The validation of the address will be executed by zip code comparison, cross-field validation and/or manual spot checks. Furthermore, a post-registration validation will be executed in case of receipt of an abuse notification and based on random sampling.

Landrush B Applications

All other interested parties without an address within the federal state of Saarland will be able to file Landrush B applications.

Minimum Registration Period: 2 years, no trades or owner changes in the first two years for Landrush B domains

Duration: 30 days (starting after the end of the Sunrise Quiet Phase)

Landrush Quiet Phase

During the Landrush Quiet Phase, valid Landrush applications will be sorted by category. If multiple, valid Landrush A applications are received for the same name, the domain name will go into a closed auction. If multiple, valid Landrush B applications are received for the same name, the domain name will also go into a closed auction. In case of valid Landrush A and Landrush B applications for the same domain name, the Landrush A application will be preferred. All domains with only one valid Landrush application will be delegated to the applicant after the end of the Landrush Quiet Phase.

Duration: 7 days (starting after the end of the Landrush)

Landrush Auction

The domain names applied for during the Landrush Phases will not become available for General Availability. All multiple, valid Landrush A/B applications will be resolved through a closed auction between the applicants for the domain name. In case there is no bidder, the Landrush applications will be resolved on a first-come, first-served basis.

Duration: 14 days (starting after the end of the Landrush Quiet Phase)

Phase 4: General Availability

After completion of the Landrush Quiet Phase, the registration of domain names will proceed on a "first-come, first-served" basis in accordance with the registration policies.

Registration Period: 1 – 10 year(s)

Start: After the end of the Landrush Quiet Phase

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Firmendaten

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Handelsregister: HR B 19630 - Saarbrücken

Bankverbindung

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BLZ: 59190000
SWIFT: SABADE55
IBAN: DE46591900000114557005



Summary

Domain names under the top level domain .SAARLAND will initially be made available during a Sunrise Period for trademark holders with corresponding strings listed in the Trademark Clearinghouse (TMCH) database as required by ICANN. The registry operator further intends to open the Sunrise Period also to similar rights holders from Saarland such as publicly registered companies and associations, as well as statutory corporations or institutions. During the Sunrise Period, eligible parties will be offered the ability to apply for domain names that correspond to their marks and/or registered/statutory names. Applications for identical strings will be handled through a closed auction process; however Sunrise A applications for strings listed in the TMCH will have precedence over other Sunrise B applications. Furthermore, applications of statutory entities have precedence over those of companies and associations during Sunrise B.

A Founders Initiative will make available premium domain names of general interest to registrants willing to commit to using the domain names in a way that benefits the regional community. The Founders Program will start with the Sunrise and end after 30 days, at the half time of the Sunrise Period, however no domain name will be allocated before the end of the Sunrise Period, and Sunrise applications will take precedence over applications in the Founders Program. The applications for domain names reserved for the Founders Initiative will be evaluated by an independent panel established by the association dotSaarland e.V.

A Landrush Phase will follow the Sunrise Phase to allow preferential registrations to persons and entities that may not have a brand to protect but desire early or preferred access to a specific domain. During the Landrush Phase, special preference will be given to registrants based in the Saarland region to further promote the regional character of the TLD. The Landrush Phase will be structured as an application process and will not be "first come, first served". Applications for identical domain names will be resolved in an auction process; however local applications will have precedence over other Landrush applications.

After the Landrush Phase, domain names will be made generally available for open registration by any interested person or entity on a "first come, first served" basis. This General Availability Period will open shortly after the Landrush Period has concluded, and will allow unrestricted registrations of all unreserved, unblocked, remaining and available non-premium names.

All applications for registrations in the Sunrise, Landrush and General Availability Phases must be made through an .SAARLAND accredited registrar. Applications for registrations during the Founders Program will be address directly to the dotSaarland GmbH. After the successful allocation of a domain name during the Founders Program the registrant will receive an AuthCode to process the registration through an accredited registrar. Please check with your registrar what fees apply for applications during each phase.

Overview

Phase	Days	Time bar
Sunrise	60	2014-07-18 (Fr), 10:00 UTC – 2014-09-15 (Mo), 10:00 UTC
Founders Program	30	2014-07-18 (Fr), 10:00 UTC – 2014-08-16 (Sa), 10:00 UTC
Sunrise / Founders Quiet Phase		
Closed Sunrise Auction	14	2014-09-23 (Tue), 10:00 UTC – 2014-10-06 (Mo), 10:00 UTC
Open Premium Domain Auction	Open	Open
Landrush	30	2014-09-23 (Tue), 10:00 UTC – 2014-10-22 Wed), 10:00 UTC
Landrush Quiet Phase		
Closed Landrush Auction	14	2014-10-30 (Thu), 10:00 UTC – 2014-11-12 (Wed), 10:00 UTC
General Availability	Open	As of 2014-10-30 (Thu), 10:00 UTC