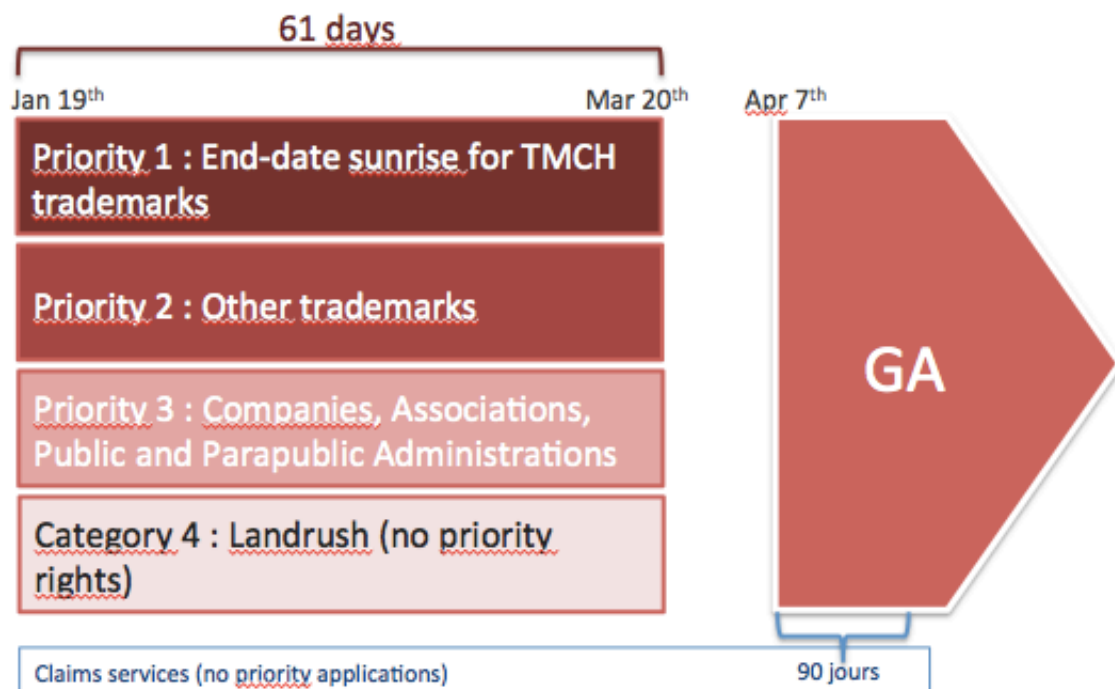


.alsace Launch Plan Overview

Launch phase : One single phase for 4 categories



- Applications for the 4 phases submitted simultaneously
- Type of allocation for the 4 phases: **End-date** (domain names will be allocated between March 20th and April 7th)
- Allocation criteria:
 1. Priority status
 2. (i) Auctions for TMCH sunrise and Landrush (priority 1 and 4)
(ii) First come, first served (for applications with same priority level during LRP – priority 2 and 3).

1. Geographic Nexus with Alsace

To register a domain name in .alsace TLD, regardless of the moment of registration (All 4 launch phases or general availability), the following conditions must be fulfilled :

- i. The applicant must be a legal entity or an individual.
- ii. The applicant must be able to prove his nexus with Alsace

Evidence requested:

- You live in Alsace, or
- You are engaged in business activities, personal activities, commercial activities, cultural activities, or
- You justify any other direct or indirect attachment relationship (economic, social, cultural, historical or otherwise) with Alsace.

2. Use of the domain name

The use of the .alsace domain name applied for must be:

- generally accepted as legitimate,
- respectful and safe for the image of Alsace and Alsatians,
- based on good faith at registration and thereafter,
- does not affect the registry image and reputation, as well as those of its partners

3. Launch phase categories

Start : 2015 January 19th 13:00 UTC

End : 2015 March 20th 13:00 UTC

During this single 61 calendar days, four (4) categories of applications will be accepted :

- Three end-date categories for registrants with prior rights
- One end-date additional category (landrush) for applicants without prior rights

Applications for all these 4 categories will be accepted simultaneously and will be allocated at the end of this 61 calendar days launch program, according to the hierarchy of priority status of each category.

Each claim of priority will be individually and thoroughly validated by the Registry operator staff. Self-declaration will not be sufficient.

The four end-date categories are the following, from top-priority to lesser priority :

- **Priority 1, sunrise category:**
end-date sunrise for TMCH validated rights holders.
- **Priority 2, Additional trademarks Limited Registration Period:**
limited registration period for holders of trademarks with effect in France,

including French trademarks, EU Community trademarks and WIPO international trademarks registered in France.

- **Priority 3, Businesses, public and parapublic administrations, associations Limited Registration Period:** limited registration period for other rights such as :
 - (i) companies with legal seat or place of business in Alsace. Registration of : corporate names, trade names, signs and acronyms.
 - (ii) Alsatian public and parapublic entities. Registration of names as defined in INSEE document.
 - (iii) Associations with an address in Alsace: Registration of names as defined in INSEE document, or extract of TI register.
- **Landrush:** limited registration period for registrants without priority rights. Auctions for multiple applications

Justificatory for each phase:

The applicant will have to pass a justificatory with the request during this launch phase :

- Priority 1, sunrise TMCH: SMD file. Requirement in addition to the eligibility requirements (local nexus) as set forth in the .alsace Registration Policy
- Priority 2, LRP other trademarks:
 - ✓ French trademarks : INPI document,
 - ✓ EU Community trademarks: OHIM document
 - ✓ WIPO international trademarks registered in France: WIPO document
- Priority 3, LRP businesses, public and parapublic administrations, associations:
 - ✓ Corporate name, trade name, signs, acronym : Kbis document,
 - ✓ Public and parapublic administrations: INSEE document
 - ✓ Association: INSEE document or extract of « Journal Officiel »
- Priority 4, Landrush : none

4. Alsatian Towns and municipality communities

Legal representatives may register their domain names by providing proof during Priority 3 of Limited Registration Period, and, during general availability.

After allocation of all domain names applied during this launch program: April 7, 2015, the date of the General Availability, domains of towns and municipality will be blocked for a period of 18 months: use name and/or administrative name of the town, and, cc-name.alsace, comcom-name.alsace, official name and use name for the Community of Municipalities

After this period, they will fall into the public domain.

Note: during this launch program, if an applicant with a Priority 1 (sunrise TMCH), that meet all requirements and with a valid SMD file, applies for such a domain (towns, villages and municipality communities), the domain name will be allocated to the TMCH applicant. Such domain names are prohibited for priority 4 (Landrush) applicants.

5. Premium names list

.alsace registry have a premium list.

An applicant who request a premium domain name with or without a priority right during this single 61 calendar days launch period, will have to pay an additional fee.

Landrush : auctions will start at the premium price

6. Claims Services

Claims services start: First day of the launch program (2015, january 19th)

End: at least 90 days from the start of General Availability (2015, April 7th)