

# STARTUP PLAN

**1.0 Title:** Startup Plan  
**Version Control:** 1.0  
**Date of Implementation:** 2015-03-03

## 2.0 Summary

This document outlines the key dates for the launch of the .BANK gTLD, as well as the requirements prospective Registered Name Holders must meet in order to register and maintain a domain name in .BANK.

## 3.0 Minimum Baseline Requirements

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

- Acceptable Use / Anti-Abuse Policy;
- Name Allocation Policy;
- Name Selection Policy;
- Privacy Policy;
- Registrant Eligibility Policy;
- Registrant Eligibility Dispute Resolution Policy;
- Reserved Names Challenge Policy;
- Sunrise Dispute Resolution Policy; and
- Whois Access Policy

fTLD has engaged the professional services of a Verification Agent to review whether the Registered Name Holder meets the eligibility requirements for registering/maintaining a .BANK domain name registration.

## 4.0 Qualified Launch

fTLD will offer a Qualified Launch Program for its Founders, which is consistent with fTLD's representations in its original application to ICANN and its commitment to its organizing members. Founders will be given registration priority for those domain names that have a valid Signed Mark Data file issued by the TMCH during this Period. Domain names will be registered on a first-come, first served basis during this period. All other Rights Protection Mechanism terms will apply to domain names registered by fTLD Founders during this Period.

Qualified Launch Period Begin (Date): 14-May-2015

Qualified Launch Period End (Date): 17-May-2015

## **5.0 Sunrise Period**

fTLD will offer a Sunrise Period for all qualified Registered Name Holders that in addition to meeting fTLD's minimum baseline registration requirements also have a mark registered in the Trademark Clearinghouse matching the domain name they wish to register, provided that the domain name is not Reserved by fTLD. This Sunrise Period will be a start-date Sunrise Period, meaning that domain names will be registered on a first-come, first served basis during this Period.

Sunrise Period Begin (Date): 18-May-2015

Sunrise Period End (Date): 17-June-2015

### **5.1 Sunrise Dispute Resolution Policy**

fTLD will have 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 (NAF).

SDRP Challenge Period Begins: 14-May-2015

SDRP Challenge Period Ends: 14-September-2015

## **6.0 Founders' Program (Limited Registration Period)**

The Founders' Program, to be conducted as a Limited Registration Period, will start after Sunrise and conclude before General Availability. Founders are defined as the organizations that helped establish fTLD and are identified at [www.ftld.com/endorsers](http://www.ftld.com/endorsers). During the Founders' Program, domain names that correspond to Founders' trademarks, trade names or service marks will be available for registration. All domain names registered during this period will be subject to the Registration Eligibility Dispute Resolution Policy, which provides third parties the ability to challenge a domain name registration. The Founders' Program will take place during the following timeframe:

Founders' Program Begins: 18-June-2015

Founders' Program Ends: 23-June-2015

## **7.0 General Availability**

After the Qualified Launch Program, Sunrise and Founders' Program domain name registrations will be allocated on a first-come, first-served basis provided the Applicant and domain name comply with Registry Operator's Registrant Eligibility and Name Selection Policies, respectively. General Availability will commence on 24-June-2015

## **8.0 Trademark Claims Period**

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

Trademark Claims Period Begins: 24-June-2015

Trademark Claims Period Ends: 22-June-2016