



.BIBLE STARTUP PLAN

1. Summary

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

2. Minimum Baseline Requirements

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

- Acceptable Use Policy
- .BIBLE TLD Code of Conduct
- Name Allocation Policy
- Sunrise Dispute Resolution Policy
- Whois Access Policy

3. Qualified Launch Program

.BIBLE TLD will offer a Qualified Launch Program for key supporters of the .BIBLE TLD effort and the American Bible Society. Pioneer Partners will be given registration priority for domain names in compliance with the rules for a QLP set forth by ICANN.

All other Rights Protection Mechanism terms will apply to domain names registered by .BIBLE TLD Pioneers during this Period.

Qualified Launch Period Begin: 3 Sep 2015

Qualified Launch Period End: 31 Dec 2015

4. Sunrise Period

.BIBLE TLD will offer a Sunrise Period for all qualified Registered Name Holders that in addition to meeting .BIBLE TLD'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 or Blocked by .BIBLE TLD. 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: 6 Jan 2016

Sunrise Period End: 5 Feb 2016

.BIBLE TLD will have a Sunrise Dispute Resolution Policy (SDRP) for third parties to file an administrative challenge against any noncompliant Sunrise registrations. This SDRP will be administered by the National Arbitration Forum (NAF).

SDRP Challenge Period Begins: 6 Jan 2016

SDRP Challenge Period Ends: 21 Mar 2016

5. Limited Registration Period

.BIBLE TLD will conduct a Limited Registration Period (LRP) for Advisory Council Members, Pioneer Partners, and other constituents who have helped establish the .BIBLE TLD as a trusted online source of all things Bible. They are listed at <http://bibleld.org/endorsements>. Registrations during the LRP will be available on a first come, first served basis.

LRP Begins: 10 Feb 2016

LRP Ends: 2 Mar 2016

6. General Availability

After the Qualified Launch Program, Sunrise and Limited Registration Period domain name registrations will be allocated on a first come, first served basis provided the Registered Name Holder and domain name comply with minimum baseline requirements.

General Availability Begins: 8 Mar 2016

7. Trademark Claims Period

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

Trademark Claims Period Begins: 8 Mar 2016

Trademark Claims Period Ends: 6 Jun 2016