

.сайт (xn--80aswg)

Launch Phase Registration Policy

Overview

Launch Phase: One Single 60-day Launch Phase for 4 Categories

The Launch Phase for .сайт will start on **16 January 2014 13.00.00 UTC** and will end on **18 March 2014 13.00.00 UTC** (pending ICANN approval). During this single 60 calendar day period, four types or “categories” of applications will be accepted: four categories for registrants with prior rights, and an additional one for applications without priority rights (*Landrush*). Applications for **all these 4 categories will be accepted simultaneously** and will be **allocated at the end of this single 60-day Launch Phase** window according to the hierarchy of **priority status** of each category. Thus, each category will be completely allocated (i.e. accepted, rejected or sent to contention resolution) before any name on the next category is allocated. Each claim of priority will be individually and **thoroughly validated** by CORE. Self-declaration will not be sufficient.

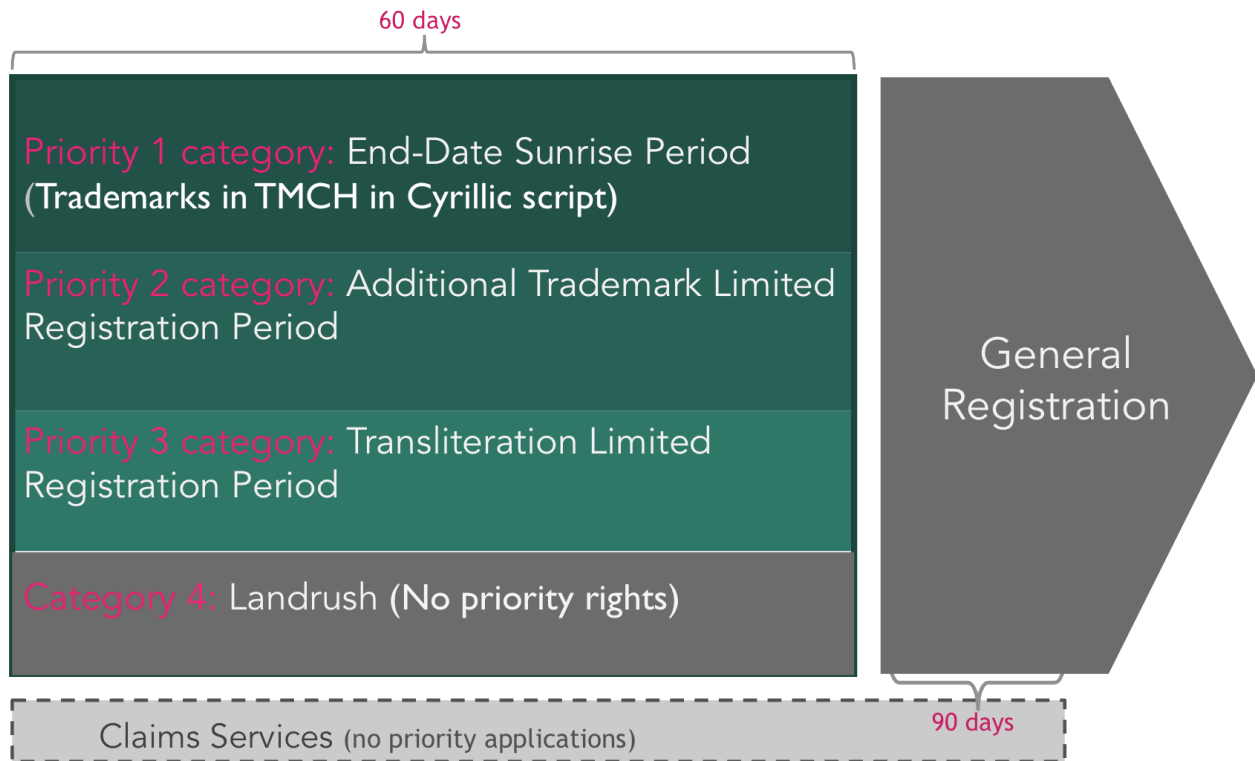
The categories are the following, according to priority status (from top-priority to lesser priority):

- **Priority 1 Category: End-Date Sunrise Period:** end-date Sunrise Period for TMCH-validated marks in Cyrillic script.
- **Priority 2 Category: Additional Trademark Limited Registration Period:** limited registration period for trademarks in Cyrillic script registered in the OHIM, Bulgaria Macedonia, Russia, Serbia and/or Ukraine.
- **Priority 3 Category: Transliteration Limited Registration Period:** limited registration period for transliteration or transcription of Latin-script TMCH-validated marks into Cyrillic-script labels.
- **Landrush:** For registrants without priority rights.

Claims Services will be provided from day 1 of the Launch Phase (day 1 of the 5 simultaneous Launch Categories) until at least 90 days from the start of General Registration, that is, from 16 January 2014 13.00.00 UTC to 25 June 2014 13.00.00 UTC (pending ICANN approval).

Launch Phase: One single 60-day period for 4 categories

Applications for the 4 Categories will be submitted simultaneously. Registrations will be allocated at the end of this 60-day Launch Phase according to their priority status.



Priority 1 Category: End-Date Sunrise Period:

1.1 Sunrise Eligibility Requirements (SERs)

Holders of trademarks in Cyrillic script from any jurisdiction, which fulfill the following three requirements:

- (i) have been validated by the Trademark Clearinghouse for Sunrise Services;
- (ii) provide a valid SMD file;
- (iii) if they are registered trademarks, they were applied on or before 13 June 2012 and granted on or before 14 Jul 2013; or if they are trademarks protected by a statute or treaty that such statute or treaty was in effect on or before 26 June 2008.

No other requirements (e.g. trademark jurisdiction, trademark class or local presence) will apply.

1.2 Contention Resolution within this category

Should there be more than one eligible application for the same domain in this Sunrise Period category, the contention will be solved through an auction process.

No other contention resolution criteria (like allocation based on a first-come first served basis, or taking into account the class of goods and services or jurisdiction of the Trademark Record) will apply.

1.3 Priority

Applications eligible under this category will be allocated with priority over eligible applications within the next three categories, which are lower in hierarchy.

1.4 Sunrise Dispute Resolution Policy (SDRP)

The allocation and/or rejection of .сайт Sunrise Period applications may be challenged according to the [.сайт Sunrise Dispute Resolution Policy \(CORE_P9_сайт_StartUp_Sunrise_Dispute_Resolution_Policy-att3.pdf\)](#).

Priority 2 Category: Additional Trademark Limited Registration Period:

2.1 Eligibility and Name Selection

The following trademarks not validated by the Trademark Clearinghouse are eligible under this category:

- (i) Trademarks in Cyrillic script registered within the OHIM or the Trademark Offices of Bulgaria, Macedonia, Russia, Serbia and/or Ukraine applied on or before 13 June 2012 and granted on or before 14 Jul 2013. CORE will thoroughly and individually check the fulfillment of this eligibility requirement by validating each trademark with the relevant Trademark Office database; and
- (ii) Trademarks in Cyrillic script protected by a statute or treaty that such statute or treaty was in effect on or before 26 June 2008.

The conversion of these trademarks into labels will follow the TMCH Guidelines.

2.2 Contention resolution within this category

Should there be more than one eligible application for the same domain in this category, the contention will be solved through an auction process.

No other contention resolution criteria (like allocation based on a first-come first served basis, or taking into account the class of goods and services or jurisdiction of the trademark on which the application is based) will apply.

2.3 Priority

Applications eligible under this category will be allocated with priority over eligible applications within the two next categories, which are lower in hierarchy.

2.4 Challenges to domain names allocated or rejected under this category

Allocations and rejections of domain names under this category may be challenged through the Additional Trademark Limited Registration Period Dispute Resolution Policy established by CORE Association (“ATDRP”) (**CORE_P9_сайт_StartUp_Additional_Trademarks_Dispute_Resolution_Policy-att4.pdf**). The ATDRP describes the process and standards that will be applied to resolve challenges alleging that a domain name has been allocated or declined to be allocated in the .сайт TLD in violation of the Additional Trademark Limited Registration Period eligibility and name selection requirements set forth in 2.1 above.

Priority 3 Category: Transliteration Limited Registration Period:

3.1 Eligibility and Name Selection

Holders of trademarks in Latin script from any jurisdiction, which fulfill the following three requirements:

- (i) have been validated by the Trademark Clearinghouse for Sunrise Services;
- (ii) provide a valid SMD file;
- (iii) if they are registered trademarks, they were applied on or before 13 June 2012 and granted on or before 14 Jul 2013; or if they are trademarks protected by a statute or treaty that such statute or treaty was in effect on or before 26 June 2008.

Eligible trademarks under this category will be transliterated or transcribed into Cyrillic script according to CORE's Guidelines, and subject to CORE's individual review and approval.

3.2 Contention Resolution within this category

Should there be more than one eligible application for the same domain in this category, the contention will be solved through an auction process.

No other contention resolution criteria (like allocation based on a first-come first served basis, or taking into account the class of goods and jurisdiction of the Trademark Record) will apply.

3.3 Priority

Applications eligible under this category will be allocated with priority over Landrush applications.

Category 4: Landrush (names without priority rights)

4.1 Eligibility and Name Selection

Any cyrillic script label that complies with the .сайт Registration Policy. No prior rights need to be claimed for application of this category.

4.2 Contention resolution within this category

Should there be more than one eligible application for the same domain in this category, the contention will be solved through an auction process.

No other contention resolution criteria (like allocation based on a first-come first served basis) will apply.

4.3 Priority

Applications eligible under this category will be allocated with priority over eligible applications within the General Registration period.