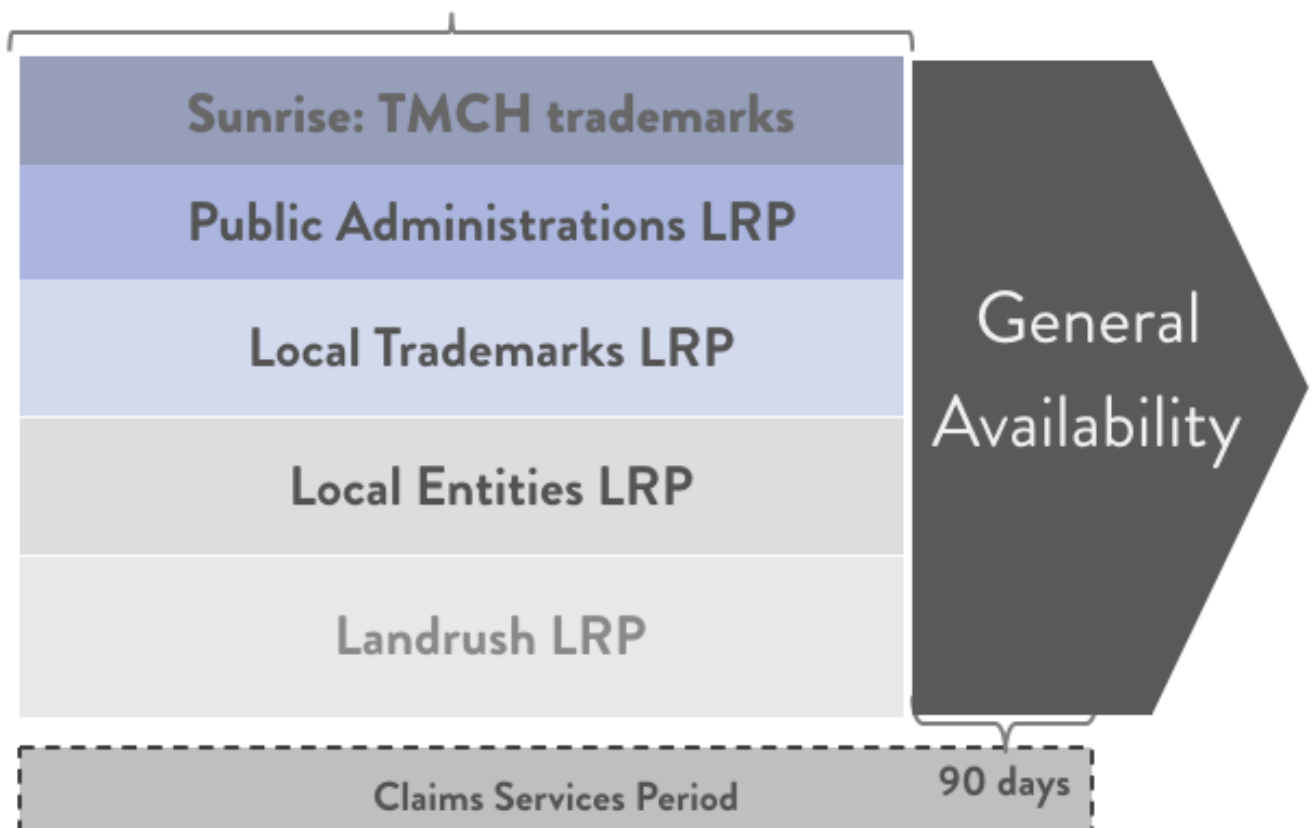


# .barcelona Launch Plan Overview

**Launch Phase:** Minimum length 60 days

Applications for these 5 categories will be accepted and allocated at the end of the launch period according to the hierarchy of each category priority status



## 1. Local Nexus: Community membership and Use of the domain according to the goals of the .barcelona TLD

### Nexus

To register a .barcelona domain name at any stage (i.e. in launch phase or general registration) a nexus with the .barcelona community is required. This nexus means that you must be linked to the community at the time of registration and thereafter on a linguistic, cultural, tourism, commercial basis, or any other activity conducive to the welfare of the .barcelona community.

### Use according to the goals of the .barcelona TLD

In addition, the use of the .barcelona domain name applied for must be:

- i. generally accepted as legitimate; and
- ii. conducive to welfare of the Barcelona community; and
- iii. commensurate to role and importance of domain; and
- iv. abide by the Catalan law regarding consumer protection, product and services labelling, advertising and fair communication; and
- v. compliant with current linguistic protection laws; and
- vi. based on good faith at registration and thereafter.

The strength of the validation is kept in line with the importance of the underlying domain name base on the assumption that an average user would reasonably make in the context of that domain name.

## 2. Launch Phase

The Launch Phase for .barcelona will start on 12.01.2016 12:00 UTC and will end on 15.03.2016 12:00 UTC.

During this single 63 calendar day period, five types or categories of applications will be accepted. Applications for these five categories will be accepted simultaneously and will be allocated at the end of this single 63 day Launch Phase window according to the hierarchy of priority status of each category, while always requiring compliance with the general eligibility requirements set forth in 1 above. Each category will be completely allocated (i.e. accepted, rejected or sent to contention resolution) before any name on the next category is allocated. A five day cooling off period will follow. General Availability will start on 21.03.2016 12:00 UTC.

Each claim of priority will be individually and thoroughly validated by the Registry Operator. Self declaration will not be sufficient. The categories are the following, according to priority status (from top priority to lesser priority):

### Priority 1 Category: Sunrise

End date Sunrise for TMCH validated trademarks.

### Priority 2 Category: Public Administrations Limited Registration Period

This Launch Program is intended to allow Public Administrations in the province of Barcelona to register their own names, names of public services, geographical names and names of local landmarks under their control, according to local law.

### Priority 3 Category: Local Trademarks Registration Period

Limited registration period for non-TMCH trademarks in effect in the area of influence of Barcelona (i.e. Spain trademarks, EU Community trademarks and WIPO International trademarks with effect in Spain) and geographical indications recognized by International or Catalan or Spanish legislation.

### Priority 4 Category: Local Entities Limited Registration Period

Limited registration period for other rights such as corporate names, trade names, or registered names, including clear variations and/or abbreviations thereof, of legal entities (non for profits, companies, etc.) with legal seat or place of business in the province of Barcelona.

### Priority 5 Category: Landrush

For registrants without prior rights.

Claims Services will be provided until at least 90 days from the start of General Registration, that is, from 21.03.2016 12:00 UTC to 19.06.2016 12:00 UTC.