



Qualified Launch Program Policy

On the 10 April 2014, the Qualified Launch Program (QLP) Addendum¹ was made available for new gTLD Registry Operators. The QLP enables the registry to allocate to a maximum of one hundred second level domain names (“labels”) under the .GLOBAL TLD to third parties prior to the end of Sunrise to help promote awareness of the .GLOBAL TLD, while maintaining safeguards against intellectual property infringement.

.GLOBAL intends to offer labels for registration under the QLP addendum as part of the Registry Operators Launch Champion program. In accordance with QLP addendum, the Registry Operator will allocate labels according to the following guidelines.

- If a label matches a label in the Trademark Clearinghouse (TMCH), the label may be registered to a Sunrise-Eligible Rights Holder, as defined in the TMCH Requirements.
- If a label does not match a label in the Trademark Clearinghouse, the label may be registered in a Qualified Launch Program to any third party.

The .GLOBAL QLP will launch on the 23 June 2014 and will end on the 24 August 2014.

¹ Qualified Launch Program (QLP) Addendum

<http://newgtlds.icann.org/en/about/trademark-clearinghouse/rpm-requirements-qlp-addendum-10apr14-en.pdf>