

# بازار Pioneer Program Call For Proposals

Would you like to start using your بازار domain name ahead of other registrations?  
Register your بازار Pioneer Name now and enjoy a unique opportunity to enhance your  
visibility online.

Closing Date: **15 July 2014**

**IMPORTANT NOTICE:** This Pioneer Program is still pending ICANN's approval (which means that no names will be allocated until such approval is granted) and subject to the fulfilment of the provisions set forth by ICANN in the [Qualified Launch Program Addendum](#), as well as any development of the Addendum that may impact the names of any pioneer.

## 1. Summary

The general registration period for بازار (.bazaar) is expected to begin in the fall of 2014. From that moment registration of domain names in Arabic-based scripts (such as Arabic, Jawi, Kurdish, Pashto, Persian and Urdu) ending with بازار will be generally made available to all registrants that are qualified to register domain names within the بازار TLD (the "General Availability").

The Pioneer Program intends to offer-to a few prospective holders of بازار (.bazaar) domain names-the unique opportunity to register and start using those domain names (starting now) a few months ahead of the start of General Availability. This period of exclusivity is a unique opportunity to enhance your visibility online. Such early registered domain names are called "Pioneer Names".

As explained below, the type of names that can be applied for as Pioneer Names are categorized in four main areas: (i) Brand Pioneers for brand owners, (ii) Bazaar Pioneers for any organized bazaar, (ii) Partner Pioneers for any company, and Community Pioneers under mandate for common dictionary words or phrases. See examples below. Selected applicants are expected to make an active use of the بازار Pioneer Name.

This Call For Proposals for بازار (.bazaar) pioneer domain names initiates upon the publication of this document in this website and will close on **15 July 2014**. From among all expressions of interest received, CORE, the Registry Operator for the بازار TLD, will select up to a maximum of **90 Pioneer Names**. The selection will target the candidates

based on a criteria of visibility, notoriety, diversity and commitment to the promotion of the بازار TLD.

If interested in becoming a بازار (.bazaar) pioneer, please fill out this short [application form](http://dotbazaar.net/pioneers/) (downloadable at <http://dotbazaar.net/pioneers/>) and send it via email to [pioneers@corenic.org](mailto:pioneers@corenic.org) no later than **15 July 2014**.

Domain names not allocated in the Pioneer Program, and not otherwise reserved based on the بازار (.bazaar) Reserved Names Policy, will be available during Sunrise and subsequent startup phases.

## 2. Categories of بازار Pioneer Names

Any name that the applicant has a legitimate right to use may be applied as Pioneer Name, provided that it complies with the eligibility requirements set forth in Section 3 below. Any applicant can apply for one or more than one Pioneer Name under this Program. The type of names that can be applied for as Pioneer Names are categorized in four main areas:

Categories	Description	Example/s
<b>Brand Pioneers:</b>	Names of trademarks, either trademarks in Arabic-based scripts (such as Arabic, Jawi, Kurdish, Pashto, Persian and Urdu) or transliterated or transcribed into any of those Arabic-based scripts languages, provided that the applicant is the brand owner.	میرامارکہ.بازار نامہ.بازار
<b>Bazaar Pioneers:</b>	Names of organized bazaars (markets), even when such name coincides with the city or geographical area or division where such bazaars are located provided that the applicant is the entity exercising management or control over that bazaar or is otherwise entitled to register the domain name in favor of and on behalf of the bazaar.	باڑہ.بازار اصفہان.بازار خان الخلیلی.بازار

<b>Partner Pioneers:</b>	Names of applicants who wish to participate in the unique opportunity to use a بازار domain name to promote their products and services before the start of General Availability.	شرکتی.بازار بنگاهمن.بازار میری کمپنی.بازار
<b>Community Pioneers under mandate:</b>	Names based on generic or commonly used words and phrases, such as dictionary words; especially those referred to goods and services normally offered in bazaars	ہوٹل.بازار فندق.بازار پیتزا.بازار جمعہ.بازار گردش.بازار سیارات.بازار چائے.بازار
<b>Other</b>		

Applicants for generic domain names under mandate will be invited to participate in a dialogue for the purpose of formalizing the applicable commitments in a project-specific contract.

### 3. Eligibility Conditions

In order to be eligible for this Call for Proposal, applications must comply with the following:

- The general eligibility criteria for all بازار domain names (see the DotBazaar general [Registration Policy](http://dotbazaar.net/registration-policy/) at <http://dotbazaar.net/registration-policy/>), which require, among other, that all domain names:
  - a. Must be in an Arabic-based script (such as Arabic, Jawi, Kurdish, Pashto, Persian and Urdu) according to IDN Table published at [link] and must follow the [Domain Rules for DotBazaar](http://dotbazaar.net/domain-rules/) published at <http://dotbazaar.net/domain-rules/>, which are incorporated to this Policy by reference;
  - b. Must be used in good faith for a purpose which is (i) legitimate, (ii) commensurate with the role and importance of the registered name; and (iii) which publicizes and enhances the role of the بازار as a vehicle of e-commerce.

- At the time of registration the Pioneer Name should not be registered at the Trademark Clearinghouse in favor of a party other than the Pioneer Name applicant, unless it is also registered in the Trademark Clearinghouse in favor of the Pioneer Name Applicant.
- The Applicant must commit to make an active use of the Pioneer Name until, at least, the first renewal date, by:
  - Placing content;
  - Not redirecting the URL to a different, non بازار (non dotBazaar), domain name; and
  - Not transferring the Pioneer Name to another party.

#### 4. Contribution

Pioneer Name holders must contribute to the development of the TLD by paying a **financial contribution** of no less than **10,000** Euros per registered Pioneer Name. This amount, however, can be individually negotiated based on the in-kind contribution that the Pioneer Applicant is willing to make. By **in-kind contribution** we mean the value that the Pioneer Name is likely to add to the development, promotion and visibility of the بازار TLD. In determining the in-kind contribution the following factors may be considered:

- Content quality: content will be evaluated in terms of its contribution to enhance the visibility of the TLD (ability to create newsworthy event-based content, to kindle curiosity and interest, to engage public opinion of the underlying online content) and the target audience.
- Viability of proposed technical solutions for Applicant's online services, rates of activity and popularity of Applicant's content, type of public.
- Level of publicity and enhancement of the role of the بازار as a vehicle of e-commerce.

The Financial Contribution shall be payable within thirty (30) calendar days of receipt of an invoice from the Registry Operator. Such invoice shall be issued within the first five (5) calendar days after the registration of the Pioneer Name. Payment by Pioneer Applicant will be made according to the instructions provided by the Registry Operator in the relevant invoice.

## 5. Selection Criteria

Provided they comply with the above eligibility criteria, Pioneer applicants will be selected based on a criteria of visibility, notoriety, diversity and commitment to the promotion of the بازار TLD.

## 6. Registration of the Pioneer Name

Once a Pioneer Name has been selected, the Applicant will be required to sign a Pioneer Contract. Then registration of the selected Pioneer Name will be carried out through an accredited registrar.

If you have any questions, please contact us at **[pioneers@corenic.org](mailto:pioneers@corenic.org)**.