



QLP – Pioneer Names Program

Association www.bzh (.bzh Registry Operator) intends to conduct a Pioneer Program in accordance with the TMCH Requirements and the Qualified Launch Program Addendum published by ICANN on April 10, 2014 in order to promote the TLD.

This program will be conducted as of the date of approval of the StartUp Information by ICANN until November 3, 2014 and will be implemented prior to and during the Sunrise period.

Through this program, the Registry Operator (Association www.bzh), gives pioneers a unique opportunity to be associated with the launch of the .bzh TLD and actively participate in the creation of a well-designed virtual territory for Brittany.

The pioneers will benefit from maximum exposure to the community during the Launch Program, with temporary exclusivity on .bzh websites. They will also be closely associated with the communication plan, events and advertising campaigns scheduled by the Association. In return, the registry will benefit from communication efforts by these pioneer registrants.

As provided in the “New gTLD Application” submitted to ICANN on June 13, 2012, the Registry Operator will carefully select representative partners from among the Breton community (public institutions, cultural organizations, companies, etc.). The value and visibility they add to the TLD, and the commitment they bring to promoting the .bzh TLD will be the main selection criteria. These partners will have an opportunity to register and start using .bzh domain names prior to the Trademark Sunrise, Public Administration and Associations Limited Registration, Landrush and General Registration periods. These domain names registered in advance called “Pioneer Names” will drive public interest and increase awareness of the .bzh TLD.

The Registry Operator will select and allow the registration of a maximum of eighty (80) .bzh Pioneer Names.

The pioneers can be allocated one or several names, including generic names with added value for the community by the services proposed. The names will be activated before and during the Trademark Sunrise and the following Limited Registration Periods.

Association www.bzh explicitly informs potential applicants that the Program is being conducted according to the provisions established by ICANN in the TMCH Requirements and QLP Addendum, and that the Launch Program is still pending ICANN final approval.



In view of the above, upon approval by ICANN of the StartUp Information hereby submitted, including this QLP, the registry will:

- check the domain names of the potential Pioneers against the TMCH's Sunrise List and the Name Collision List,
- check their full compliance with all the requirements set forth in the Addendum to the RPM Requirements published by ICANN on April 10, 2014,
- According to those checks, allow registration and activation of the domain names,
- After activation, verify that the pioneers fully comply with requirements set forth in the *.bzh* Launch Policy and in the *.bzh* Registration Policy.

The Pioneers' domain names will be allocated and activated as soon as ICANN has approved the StartUp Information and QLP submitted herein.