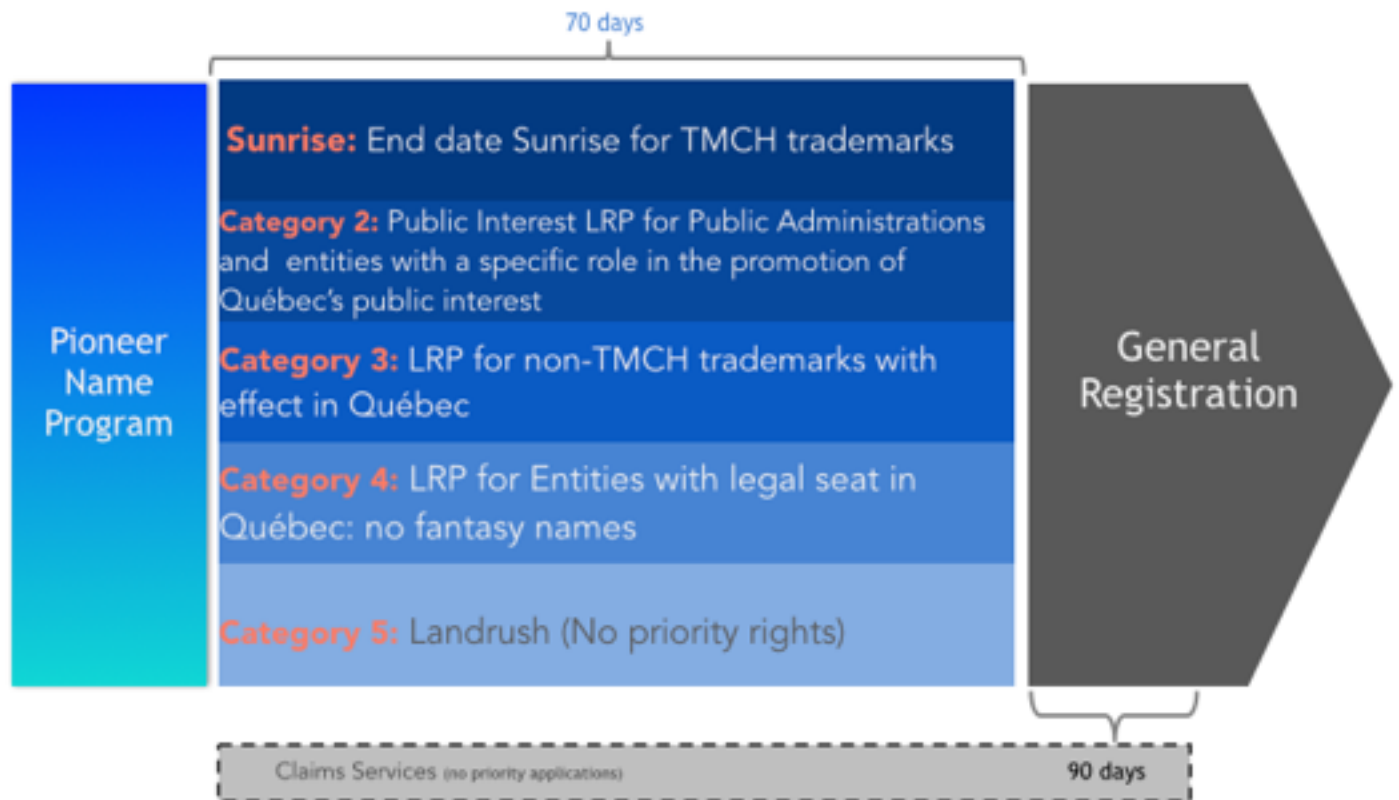


.quebec Launch Plan Overview

Launch Phase: One single 70-day period for 5 categories

Applications for the 5 Categories will be submitted simultaneously. Registrations will be allocated at the end of this 70-day Launch Phase according to their priority status.





Introduction: Nexus with the Québec community

All registrations in the .quebec TLD, regardless of their moment of registration, are restricted to bona-fide members of the Québec community. This community consists of those individuals and organizations linked to Québec on a linguistic, cultural, tourism or commercial basis, or any other activity conducive (and not detrimental) to the benefit of the Québec community. The TLD string “.quebec” matches in French, English and in all other internationally used languages, the name of the community.

In particular, registrant’s use of the registered domain name must be:

- i) (generally accepted as legitimate; and
- ii) beneficial to the interest of the Québec community; and
- iii) commensurate with the role and importance of the registered domain name; and
- iv) in good faith at the time of registration and throughout the duration of the active registration.

Pre-launch Phase: Pioneer Name Program

During the pre-launch phase, Registry Operator intends to conduct a Pioneer Program for the purpose of promoting the .quebec TLD. Registry Operator intends to select and allow registration of a maximum of 90 domain names under this program (“**Pioneer Names**”). Such Pioneer Names will be selected by the Registry Operator from among the eligible expressions of interests received, based on a criteria of visibility, notoriety and commitment to the promotion of the .quebec TLD.

Launch Phase

The Launch Phase for .quebec will start on 2014-09-02 10:00:00 EDT (14:00:00 UTC) and will end on 2014-11-11 9:00:00 EDT (14:00:00 UTC)

During this single 70 calendar days period, five types or “categories” of applications will be accepted: one end date sunrise for TMCH-validated trademarks, one Limited Registration Period for Public Interest entities as defined in the launch policy, two Limited Registration Periods for registrants with prior rights and one Category for applications without prior rights (Landrush). Applications for all these 5 categories will be **accepted simultaneously** and will be allocated at the end of this single 70-day Launch Phase window according to the hierarchy of priority status of each category, while always requiring community nexus.

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 the Registry Operator. Self-declaration will not be sufficient.

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

- **End-date Sunrise:** For TMCH validated trademarks
- **Category 2: Public Interest Limited Registration Period for entities with a specific role in the promotion of Québec’s public interest, including Public Authorities:** This Launch Program is intended to allow legal entities which have a specific vocation in promoting Québec’s public interest, including Public Administrations with competences in Québec, to register:
 - i) their own **names** (including clear variations and/or abbreviations thereof),
 - ii) their **online services**,
 - iii) the same **domain names** registered by them in other TLDs and effectively used, and
 - iv) their **registered trademarks**.



- **Category 3: Limited Registration Period for local trademarks:** non TMCH validated trademarks with effect in Canada and geographical indications recognized by Canadian or International legislation.
- **Category 4: Limited Registration Period for Entities with legal seat in Québec:** Limited registration period intended to allow legal entities with their legal seat in Québec to register
 - i) their official **names** (including clear variations and/or abbreviations thereof); and
 - ii) the same **domain names** registered by them in other TLDs and effectively used.
- **Category 5: Landrush:** Limited Registration Period for registrants without priority rights.

Claims Services will be provided from day 1 of the Launch Phase (day 1 of the 4 simultaneous Launch Categories) until at least 90 days from the start of General Registration, that is, from 2014-09-02 10:00:00 EDT (14:00:00 UTC) to 2015-02-16 9:00:00 EST (14:00:00 UTC).