



<.zuerich> Sunrise and Limited Registration Period Policy

1. General

The Canton of Zurich has developed this Sunrise and Limited Registration Period Policy, detailing the terms and conditions which apply to <.zuerich> domain names during three initial registration phases for the <.zuerich> domain name space. The Canton of Zurich has implemented registration periods prior to general availability in order to provide registrants the opportunity to reserve domain names within the space in an appropriate and efficient manner. This Policy complements other applicable policies and may be modified from time to time.

The Canton of Zurich may release <.zuerich> domain names during three initial phases prior to General Availability: through the Qualified Launch Program, the Sunrise Registration Period (for qualified trademark holders), and the Limited Registration Period (for qualified public authorities).

The <.zuerich> Sunrise and Limited Registration Period Policy applies to <.zuerich> domain names registered through the Sunrise and Limited Registration Periods. An applicant during each of these registration phases must satisfy the general registration requirements as detailed in the <.zuerich> Domain Name Registration and Use Policy, in addition to the specific requirements under each phase, as detailed below.

All <.zuerich> domain names which are applied for pursuant to this Sunrise and Limited Registration Period Policy will be reserved from registration during general availability pending the resolution of any applicable allocation process.

2. Qualified Launch Program

In order to promote the <.zuerich> domain, the Canton of Zurich will allocate or register up to 100 <.zuerich> domain names before the end of the Sunrise Period, pursuant to Section 4.5.1 of the Trademark Clearinghouse Rights Protection Mechanism Requirements and the Qualified Launch Program Addendum. <.zuerich> domain names which the Canton allocates or registers pursuant to the Qualified Launch Program will not be available for registration during any of the registration periods described below.

3. Sunrise Registration Period

3.1. General

The Canton of Zurich recognizes and supports the protection of the legal rights of trademark holders and the obligation to provide such protection through a dedicated launch-phase registration program. The Canton of Zurich will therefore provide eligible trademark owners the opportunity to register domain names in the <.zuerich> space which appropriately correspond with their marks validated by the Trademark Clearinghouse during an End-Date Sunrise process.



3.2. Eligibility

Applications for <.zuerich> domain names under the Sunrise Registration Period (“**Sunrise Applications**”) may be submitted by applicants who hold trademarks that are verified by the Trademark Clearinghouse (“**TMCH Trademark Records**”) and have met the eligibility requirements for the Sunrise Services as verified by the Trademark Clearinghouse (“**Sunrise-Eligible Rights Holders**”, holding valid SMD¹ files), provided that the applicant otherwise satisfies the general registration requirements as detailed in the <.zuerich> Domain Name Registration and Use Policy. Only TMCH Trademark Records based on trademarks which have been registered, court validated or protected by statute may be accepted under the Sunrise Registration Period. A Sunrise Application must be accompanied by the relevant valid SMD file.

Sunrise-Eligible Rights Holders who submit a Sunrise Application may only apply for domain names which match their respective TMCH Trademark Record in accordance with the Trademark Clearinghouse domain name matching rules as referenced in Section 4.1.1 of the Trademark Clearinghouse Rights Protection Mechanism Requirements.

Sunrise applications may be submitted to participating Registrars for any <.zuerich> domain name which is not previously reserved, blocked, or otherwise unavailable pursuant to the <.zuerich> Domain Name Registration and Use Policy or in accordance with ICANN Policies.

3.3. Duration

A Sunrise Application may be submitted within sixty (60) days after publication of the launch of the Sunrise Period on the website <www.dotzuerich.ch>.

3.4. Compliance

Sunrise Applications are subject to validation through the Trademark Clearinghouse. The Registrar, the Canton of Zurich or a duly designated validation service may verify the applicant’s compliance with this Sunrise and Limited Registration Period Policy and general registrant eligibility requirements at the time of application, in the sole discretion of the Canton of Zurich, and reject any application which is not found to be compliant.

3.5. Allocation

At the close of the Sunrise application period, applicants who comply with all application requirements will be allocated the requested <.zuerich> domain name, provided that no other qualified applicant has applied for the same <.zuerich> domain name. Sunrise applicants take priority over Limited Registration Period applicants. In the event that a <.zuerich> domain name is the subject of multiple compliant Sunrise Applications, the competing applicants will be informed and the dispute will be resolved through a first-price sealed-bid auction. In a first-price sealed-bid auction, each bidder submits a sealed bid to the Registry Operator. The higher bidder wins and pays its bid for the domain name. Applicants are not required to participate in any auction and may withdraw their application.

¹ In the domain name registration process, the purpose of an SMD (Signed Mark Data) file is to show that the Trademark Clearinghouse has verified your mark.



3.6. Dispute Resolution

Any dispute arising out of the allocation or rejection of a <.zuerich> domain name during the Sunrise Registration Period may be challenged through the Sunrise Dispute Resolution Policy (“SDRP”).

4. Limited Registration Period (for Public Authorities)

4.1. General

The <.zuerich> TLD will provide broad benefits to the residents and visitors of Zurich, businesses and corporations active within the region, as well as the governmental offices and departments of the Canton, the City and communities. In order to advance the interests of the Canton, the Canton of Zurich will provide a Limited Registration Period so that qualified “**Public Authorities**” may secure <.zuerich> domain names relating to their office and activities.

4.2. Eligibility

Applications for <.zuerich> domain names under the Limited Registration Period may be submitted by applicants who would otherwise be permitted to register <.zuerich> domain names during General Availability pursuant to Category 1 defined in Section 2 of the <.zuerich> Domain Name Registration and Use Policy.

Applicants which apply for a <.zuerich> domain name under the Limited Registration Period may only apply for domain names the second level of which match the applicant’s recognized name, or for second-level domains matching a name commonly used to refer to the applicant or an abbreviation of any such permissible name. Applicants may also apply for a second-level domain matching the name of a building, park, monument, airport or other public place operated by the applying Public Authority, the name of a region, city, street, district or other geographic area under the governance of such Public Authority, or a name of a recognized public institution. Applicants may also apply for a second-level domain that identifies or describes a service the applicant delivers or provides.

Limited Registration Period applications may be submitted to participating Registrars for any <.zuerich> domain name which is not reserved, blocked, or otherwise unavailable pursuant to the <.zuerich> Domain Name Registration and Use Policy or in accordance with ICANN Policies.

4.3. Duration

A Limited Registration Period application may be submitted within thirty (30) days after publication of the launch of the Limited Registration Period on the website <www.dotzuerich.ch>.

4.4. Compliance

The Registrar, the Canton of Zurich or a duly designated validation service may verify the applicant’s compliance with this Sunrise and Limited Registration Period Policy and general registrant eligibility requirements at the time of application, in the sole discretion of the Canton, and reject any application which is not found to be compliant.



4.5. Allocation

At the close of the application window for the Limited Registration Period, applicants which comply with all application requirements will be allocated their requested <.zuerich> domain name, provided that no other qualified applicant has applied for the same <.zuerich> domain name. Sunrise applicants have priority over Limited Registration Period applicants.

In the event that a <.zuerich> domain name is the subject of one or more Sunrise Applications, a Limited Registration Period applicant may be allocated the <.zuerich> domain name only if all Sunrise applications are withdrawn or are otherwise unsuccessful.

In the event that a <.zuerich> domain name is not otherwise allocated and is the subject of multiple compliant Limited Registration Period applications, the competing applicants will be informed. In the event that the competing applicants cannot resolve the dispute between them within four weeks, the <.zuerich> domain name in question shall be reserved for future registration at the discretion of the Canton of Zurich.

No <.zuerich> domain name will be allocated or registered pursuant to the Limited Registration Period until all Sunrise registrations have been allocated or registered.