STARTUP PLAN

1.0   **Title**: Startup Plan
Version Control: Draft 2.0
Date of Implementation: 2016-02-18

2.0   **Summary**

This document outlines the key dates for the launch of the .INSURANCE gTLD, as well as the requirements prospective Registered Name Holders must meet in order to register and maintain a domain name in .INSURANCE.

3.0   **Minimum Baseline Requirements**

All domain names registered in .INSURANCE must comply with the following baseline requirements, including, but not limited to:

- Acceptable Use / Anti-Abuse Policy;
- Name Allocation Policy;
- Name Selection Policy;
- Privacy Policy;
- Registrant Eligibility Policy;
- Registration Eligibility Dispute Resolution Policy;
- Reserved Names Challenge Policy;
- Sunrise Dispute Resolution Policy; and
- Whois Access Policy

Further and in compliance with the Name Selection Policy, any domain names registered must correspond to a trademark, trade name or service mark of the Applicant in *bona fide* use for the offering of goods or services, or provision of information, in the jurisdiction where the Applicant is licensed, approved or certified to conduct business. The "corresponds to" rule is applicable to domain names registered during the Founders' period and General Availability as the Qualified Launch Program and Sunrise periods have an exact match requirement.

Registry Operator has engaged the professional services of a Verification Agent to review whether the Registered Name Holder meets the eligibility requirements for registering/maintaining a .INSURANCE domain name registration.

4.0   **Qualified Launch Program**

Registry Operator will offer a Qualified Launch Program for its Founders. Consistent with Registry Operator's representations in its application to ICANN and its commitment to its organizing members,

Founders will be given registration priority for those domain names that exactly match their trademark record in the Trademark Clearinghouse (TMCH) and have a valid Signed Mark Data file issued by the TMCH. Domain name registrations will be registered on a first-come, first-served basis. All other Rights Protection Mechanism terms will apply to domain names registered by Registry Operator's Founders.

Qualified Launch Program Begin (Date): 5-May-2016

Qualified Launch Program End (Date): 8-May-2016

5.0 Sunrise Period

Registry Operator will offer a Sunrise Period for all qualified Registered Name Holders that in addition to meeting Registry Operator's minimum baseline registration requirements also have a valid Signed Mark Data file issued by the TMCH will be permitted to apply for and register a domain name exactly matching their trademark record in the TMCH, provided that the domain name is not Reserved. This Sunrise Period will be a start-date Sunrise Period, meaning that domain names will be registered on a first-come, first-served basis.

Sunrise Period Begin (Date): 9-May-2016

Sunrise Period End (Date): 8-June-2016

5.1 Sunrise Dispute Resolution Policy

Registry Operator will have a Sunrise Dispute Resolution Policy (SDRP) for third parties to file an administrative challenge against any non-compliant Sunrise registrations. This SDRP will be administered by the National Arbitration Forum (NAF).

SDRP Challenge Period Begins: 5-May-2016

SDRP Challenge Period Ends: 2-September-2016

6.0 Founders' Program (Limited Registration Period)

The Founders' Program, to be conducted as a Limited Registration Period, will start after Sunrise and conclude before General Availability. Founders are defined as the organizations the helped establish Registry Operator and are identified with an asterisk at www.ftld.com/endorsers/. During the Founders' Program, domain names that correspond to Founders' trademarks, trade names or service marks will be available for registration. All domain names registered during this period will be subject to the Registration Eligibility Dispute Resolution Policy, which provides third parties the ability to challenge a domain name registration. The Founders' Program will take place during the following timeframe:

Founders' Program Begins: 9-June-2016

Founders' Program Ends: 14-June-2016

7.0   General Availability

After the Qualified Launch Program, Sunrise and Founders' Program domain name registrations will be initially allocated on a first-come, first-served basis provided the Applicant and domain name comply with Registry Operator's Registrant Eligibility and Name Selection Policies, respectively. General Availability will commence on 15-June-2016

8.0   Trademark Claims Period

Registry Operator will initially offer a Trademark Claims service during the timeframe identified below, although Registry Operator reserves the right to extend this Trademark Claims Period in the future provided that appropriate approval/notification is provided by Registry Operator:

Trademark Claims Period Begins: 15-June-2016

Trademark Claims Period Ends: 15-June-2017