
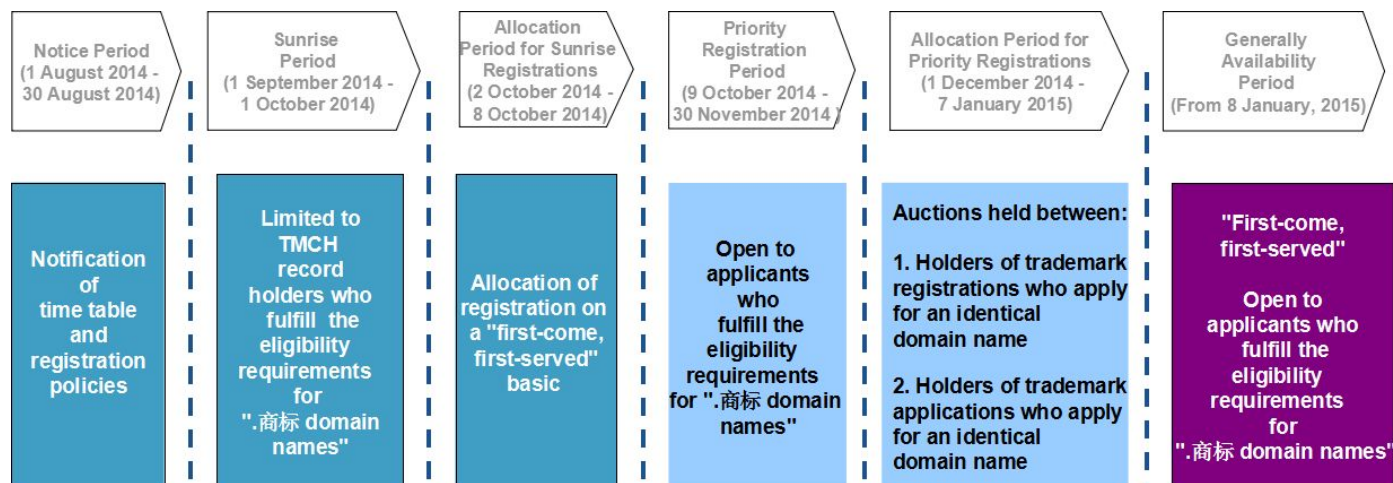


“.商标” Generic Top-level Domain “.商标” Registry (“.商标” Registry)Policies		
Title	“. 商标 domain names” Launch Policy	
Archive URL:		
Prepared By	The “. 商标” Registry	
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This document sets out the workflow, timetable, and domain allocation policies for the launch of the Generic Top Level domain name . 商标 (“. 商标 domain name”)

The registration policy of the “. 商标 domain name” is set out in “. 商标” *Domain Name Registration Policy*.

1. Workflow



1.1. Notice Period: 1August 2014 to 30 August 2014 (GMT +8)

The Notice Period precedes the Sunrise Period and shall last for 30 days. During the Notice Period, the Registry shall announce the timetable and registration policy for . 商标 domain names.

1.2. Sunrise Period: 1 September 2014, 12:00am to 1 October 2014, 12:00am (GMT +8)

The Sunrise Period starts on 1 September 2014, at 12:00am (GMT+8), when eligible applications for registrations will be allocated on a “first-come, first-served” basis (known as “Start-date Sunrise”).

As required by The Internet Corporation for Assigned Names and Numbers (“ICANN”), the Sunrise Period is only open to applicants (i) whose trademark has been verified by the trademark rights protection mechanism set up by ICANN, known as the Trademark Clearinghouse (“TMCH”) and (ii) who meet the eligibility requirements under the “. 商标 domain name ” Registration Policy (“Sunrise-Eligible Rights Holders”).

1.3. Allocation Period for Sunrise Registrations: 2 October 2014 to 8 October 2014 (GMT +8)

The Allocation Period for Sunrise Registrations shall commence immediately upon the end of the Sunrise Period during which registrations will be allocated to eligible applications received during the Sunrise Period on a “first-come, first-served” basis.

1.4. Priority Registration Period: 9 October 2014, 12:00am to 30 November 2014, 12:00am (GMT +8)

The Priority Registration Period starts on 10 October 2014, at 12:00am (GMT +8). This period is open to applicants who meet the eligibility requirements under the “. 商标 domain name ” Registration Policy. Applicants who hold valid trademark registrations or trademark applications are eligible for submitting applications for registration during the Priority Registration Period. After the end of this period, registrations will be allocated to eligible applications received during the Priority Registration Period according to the Registry’s allocation

policy. Registration fees is made up by domain name registration fees and validation fees.

1.5. Allocation Period for Priority Registrations: 1 December 2014 to 7 January 2015 (GMT +8)

The Allocation Period for Priority Registrations starts on 1 December 2014, at 12:00am, during which registration of eligible applications received during the Priority Registration Period will be allocated. The allocation policy is set out below:

- Eligible applications which do not have an identical match (i.e. where two applications for identical domain names have been made) will proceed to allocation.
- In the case of applications which have an identical match, an application made by a holder of a registered trademark will be given priority. If two applicants are applying for an identical domain name, the applicant holding a valid registered trademark will be given priority over the applicant holding a valid trade mark application. Sunrise-Eligible Rights Holders who submitted an application during the Priority Registration Period will be given the same priority as registered trademark holders. In the event that a Sunrise-Eligible Rights Holder and a registered trademark holder apply for an identical domain name, the domain name will proceed to auction between them in accordance with the procedures set out in Section 5(3) below.
- In the case of applications which have an identical match and which enjoy the same priority, an auction will be held among the respective applicants. The Registry will enlist the services of a professional online auction service provider to organize and conduct the auction. Registration will be allocated to the highest eligible bidder within the specified auction period. The auction fees, are payable separately, and are in addition to the domain name registration fees.

1.5.1. Auction Notification Period: 1 December 2014 to 7 December 2014 (GMT +8)

The Auction Notification Period precedes the actual Auction Period, during which the eligible bidders will be announced and notified of the auction details.

1.5.2. Auction Period: 8 December 2014 to 12 December 2014 (GMT +8)

The Registry will enlist the services of a professional online auction service provider to organize and conduct the auction.

1.5.3. Auction Payment Period: 12 December 2014 to 31 December 2014 (GMT +8)

Winning bidders shall make payment for their applications according to the auction provider's instructions before the end of the Auction Payment Period. Default in payment will result in forfeiture of the domain name whose registration will pass to the second highest eligible bidder, and so forth. Auction fees and domain name registration fees will not be refunded to any winning bidders who default in payment during the Auction Payment Period.

1.5.4. Post-Auction Validation Period: 1 January 2015 to 7 January 2015 (GMT +8)

During this period, all eligible applications of a successful auction will proceed to registration. During this period, ineligible applicants and non-winning bidders will be refunded the auction fees and/or registration fees, if any. The validation fees will not be refunded.

1.6. Generally Availability Period: from 8 January 2015 (GMT +8)

The Generally Availability Period starts on 8 January 2015 12:00am (GMT +8). During this period, 商标 domain names will be generally available to all eligible applicants on a "first come, first served" basis.

2. Registry Fees

The registry will charge two separate fees per domain registration, consisting of a:

- Registration fee for each annual increment of a new and renewal “. 商标 ” domain name registration and for each transfer of a “. 商标 ” domain name during all Periods.
- Validation fee for each annual increment of a new “. 商标 ” domain name registration.

3. Dispute Resolution Policies

Disputes in relation to . 商标 domain names will be handled by the Asian Domain Name Dispute Resolution Center (ADNDRC) and/or other appointed service providers in accordance with the Dispute Resolution Policies. Dispute Resolution Policies adopted by the registry includes the Sunrise Dispute Resolution Policy (“SDRP”), the Charter Eligibility Dispute Resolution Policy (“CEDRP”), ICANN’ s dispute resolution policies for top-level domain names including the Uniform Domain Name Dispute Resolution Policy (“UDRP”) and the Uniform Rapid Suspension System (“URS”)

4. Governing law

This Registry Policy shall be governed by and interpreted in accordance with the laws of the Hong Kong SAR, and any dispute in connection thereto shall be subject to arbitration administered by the Hong Kong International Arbitration Centre (“HKIAC”) under the HKIAC Administered Arbitration Rules in force when the Notice of Arbitration is submitted. The number of arbitrator shall be one. The language of arbitration shall be English. If there is any inconsistency between the Chinese and English versions of this Registry Policy, the English version shall prevail.