

.taipei Pioneer Program

The pioneer program offers potential .taipei domain name holders the possibility to register .taipei domain names prior to the General Registration period. The pioneer names will be allocated to registrant after the Sunrise Period in the event that names are not to be registered by third party.

1. On what criteria will .taipei Pioneer Name Proposals be selected?

Registry will select and allow registration of a maximum of 100 .taipei Pioneer Names from among the eligible applications, based on criteria of visibility, diversity and commitment to promote taipei city.

2. Who is eligible to participate in the .taipei Pioneer Program?

Any party, individual or legal entity, which have business registration or primary residence in Taipei city or New Taipei city may participate the pioneer program.

3. What is the obligation of the applicant?

3.1 Applicant may issue a press release announcing the launch of the .taipei pioneer name or grant registry the right to issue a press release.

3.2 Applicant should participate in reasonable joint marketing initiatives with registry, to be discussed and mutually agreed upon.

3.3 Applicant should give the registry the right to link to the .taipei pioneer name website, if desired, and to use in good faith .taipei pioneer's name, trademarks, logos.

4. What are the Eligibility Requirements for .taipei Pioneer Names?

4.1 The applied for pioneer names must be relevant to the name, product, services or activities of the applicant.

4.2 Applicant may be given an opportunity to select an alternative available pioneer name to use if the applied for name that is also applied for by a qualified trademark owner during the Sunrise Period or listed in the .taipei reserved name list.

5. How must .taipei Pioneer Names be used?

5.1 Set-up and maintain an active website for each Pioneer Name registered for at least two years.

6. How will selected .taipei Pioneer Names be Registered?

6.1 Once the applied for pioneer names have been approved by registry, all names must be registered through .taipei accredited registrar.

6.2 The term of registration must be two years.

6.3 The registration of pioneer name is free of charge.

7. How to apply for the .taipei pioneer program?

The application must be send by postal mail to registry and must include the following information:

7.1 Name of the applicant and legal proof of the applicant.

7.2 Preferred name and alternate name (not more than four names)

7.3 How do you plan to use the pioneer name?

7.4 Contact information.

Applicant may be required to submit additional information or documents to registry.

8. Trademark Claims Notice Services

During the Trademark Claims Notice Services (i) the Registrar will be required to provide notice to potential Domain Name Registrants if a domain they are seeking to register matches a Trademark Record verified by the Trademark Clearinghouse (“a Claims Notice”) and (ii) The Trademark Clearinghouse will provide Notice of Registered Names (“NORNs”) to Trademark holders if a Domain Name is registered that matches their Trademark Record.

a. Term

The Trademark Claims Notice Services will be provided for all Pioneer

Program Names registration.

b. Trademark Claims Notices

When a potential Registrant attempts to register a domain name during the Trademark Claims period, the registrar is required to display a Claims Notice in real time before accepting registration. The Claims notice MUST be provided in English, and SHOULD be provided in the language of the registrar's registration agreement. The Claims Notice does not prohibit a domain name registration; however an affirmative confirmation from the potential registrant must be required.

c. Notice of Registered Names ("NORNs")

During the Claims Notice period, the Trademark Clearinghouse will notify Trademark Holders if a Domain Name is registered that matches a Trademark Record in the Trademark Clearinghouse.