

.brussels

.vlaanderen

SUNRISE PERIOD

During this phase, trademark holders whose trademark is registered with the 'Trademark Clearinghouse', or 'TMCH', can lodge an application for 'trademark.vlaanderen' or 'trademark.brussels'.

Who can apply?

- As a **trademark holder** you can lodge your application for the corresponding domain name via a registrar. Your trademark must be registered in advance with the '[Trademark Clearinghouse](#)'. This is a centralised database in which trademarks are registered after their validity has been verified.
- If you are not the trademark holder yourself*, there are a number of possible solutions:
 - The parent company itself handles the registration during this phase. In the end, the conditions relate to the trademark and not to the nationality or location of the applicant
 - you receive the '[SMD file](#)' for the parent company from the Trademark Clearinghouse. You then contact a registrar and give the registrar the file
 - you obtain a licence to the trademark or a form of authorisation from the parent company and you handle the registration in the Trademark Clearinghouse. You then receive the SMD file directly and submit it to your registrar.

*for example, you are acting in the name of the Belgian department of a company whose parent company is in the US, which is the holder of all of the company's trademarks

What can you apply for?

You can apply for a .vlaanderen or .brussels domain name based on your **registered trademark**, on condition that the trademark meets the following criteria:

- the trademark is a Benelux trademark (code BX) and is registered with the Benelux Bureau for Intellectual Property (BBIE)
or
the trademark is a European trademark registration (code EM) and has been registered via OHIM
or
the trademark is an international trademark registration (code WO) that is valid in Belgium and registered via WIPO

- the trademark registration must be valid at the time of the application during this phase

NB: trademarks that have their application pending, unregistered trademarks or trademarks for which the registration has expired are not eligible.

Exceptions

Some domain names cannot be registered or cannot be registered yet. DNS Belgium is required to abide by a number of rules that have been imposed by ICANN.

A number of domain names are included on a reserved list. The domain names that are on this list can only be registered when specific conditions have been met. For example, this may involve the names of countries and states, the names of international organisations such as the Red Cross and the International Olympic Committee, 2-letter codes for countries such as BE for Belgium, etc. This reserved list is fairly limited, so only in very exceptional circumstances will there be an overlap with the trademark that you wish to have registered.

When?

From **1st September 2014 (10:00 CEST) to 1st October 2014 inclusive** you may lodge an application for 'yourtrademark.vlaanderen' or 'yourtrademark.brussels'.

How?

In this phase, where the Trademark Clearinghouse acts as a central trademark database, there are no administrative formalities that you need to fulfil. All you have to do is **ensure that your trademark is registered in the TMCH database**. Once that is done, you will receive an 'SMD file' that you submit to your registrar.

On www.dnsbelgium.be you will find an **overview of the sales channel** (our 'registrars') offering .vlaanderen and/or .brussels registrations.

Why register now?

At the end of the launch process, .vlaanderen and .brussels will be opened to the public. This means that anyone (i.e. not just Belgian nationals and Belgian companies or organisations) will be able to apply for and register domain names with these extensions. Once this phase begins, there will be no specific allocation rules; anyone will be able to apply for and register any domain name (provided it is available).

Before these open/public registrations become possible, we are offering trademark holders an exclusive opportunity, via this phase, to establish domain names to which they are able to claim specific rights. This will enable the holders of trademarks to safeguard their trademark/brand.

The Sunrise Period is of the Start-Date-Sunrise type. During this phase, we will be operating on the principle of 'first come, first served'. This principle boils down to the

following: the party that is the first to lodge an application for 'xyz.vlaanderen' will be allocated that domain name (provided the conditions set out above are met). If you also have a trademark registration to 'xyz' you can't have it registered anymore as 'xyz.vlaanderen' because the other trademark holder was there before you.

Costs

DNS Belgium only charges for successful registrations. For these, it invoices an amount of **400 EUR** per registration, to the registrar. This is only the **wholesale price**. Any additional fee that the registrar charges to the end-customer is not included. Subsequent renewals of the domain name will occur at the usual renewal rates that apply for all .vlaanderen/.brussels domain names

About the Trademark Clearinghouse ('TMCH')

During this phase, the parties that manage these new extensions (such as DNS Belgium) provide a connection with the Trademark Clearinghouse for trademark holders. If your trademark has been registered previously in the 'TMCH', your registrar can register the domain name that corresponds with your trademark.

When you register your trademark in the TMCH, you will receive an 'SMD file' (Signed Mark Data). Your registrar uses this file to register the corresponding domain name with us. You will find more information at the Trademark Clearinghouse [website](#).