

# .taipei TLD Launch Program

## ● INTRODUCTION

This .taipei TLD (“TLD) Launch program has been developed by the Taipei City Government (“Registry Operator”) in order to describe the schedule and terms and conditions set forth for a number of different periods before .taipei TLD’s general availability to the general public. Specific information and requirements for those wishing to participate in the launch of the TLD are detailed in the related attached policies.

This Launch Program complies with ICANN’s Rights Protection Mechanism (RPM) published on ICANN’s website at <http://newgtlds.icann.org/en/about/trademark-clearinghouse/rpm-requirements-30-sep13-en.pdf>. In addition to the Sunrise Period, the TLD will have a Pioneer Program, Taipei Enterprise Sunrise Period, and Landrush Period that are further detailed in the policies for each period. This document forms the complete initial plan and process adopted by the Registry Operator for the launch of the TLD.

## ● SCHEDULE

The following is a brief overview of each of the periods that will be implemented in launching the TLD. These periods are described in greater detail in the relevant policies attached with this document. This Plan is not applicable to General Availability.

<b>.Taipei Launch Phases</b>		
Phase	Duration (UTC)	Description
Sunrise Period (30 Calendar Days)	December 1, 2014 (Monday 15:00:00) ~ December 31, 2014 (Wednesday 15:00:00)	<ol style="list-style-type: none"><li>1. .taipei Sunrise Period is a start-date Sunrise Period which means the Registry Operator will announce the information about the Sunrise Period on its website on for 30 calendar days from November 1, 2014 (Saturday, 14:00:00) ~December 1, 2014 (Monday 14:00:00).</li><li>2. Domain name registration pursuant to applications from trademark holders recorded in the Trademark Clearinghouse.</li><li>3. During the .taipei Sunrise Period, all domain names are allocated on the "first come, first</li></ol>

		<p>served" basis. The qualified registrant should register the domain name for three(3) years.</p> <p>4. The special registration rate for the period will be announced before the beginning of the period.</p>
<p>Quiet Period (5 Calendar Days)</p>	<p>December 31, 2014 (Wednesday 15:00:01) ~January 5, 2015 (Monday 00:00:00)</p>	
<p>Pioneer Program Allocation (6 Calendar Days)</p>	<p>January 5, 2015 (Monday 15:00:01)~ January 12, 2015 (Monday 16:00:00)</p>	<ul style="list-style-type: none"> <li>● The Registry Operator will allow those qualified companies, community groups, cultural organizations and business associations proactively develop and use their .taipei extension prior to public launch of general availability by reviewing the proposal sent by potential applicants.</li> <li>● 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 during the Sunrise Period.</li> <li>● The qualified registrant would register the domain name for two (2) years.</li> <li>● All name registered shall be included in ICANN's mandatory trademark claims process.</li> </ul>
<p>Quiet Period (7 Calendar Days)</p>	<p>January 12, 2015 (Monday 16:00:01) ~ January 19, 2015 (Monday 15:00:00)</p>	
<p>Taipei Enterprise Sunrise Period (30 Calendar Days)</p>	<p>January 21, 2015 (Wednesday 01:00:01)~ February 19, 2015 (Thursday 16:00:00)</p>	<ul style="list-style-type: none"> <li>● The Taipei Enterprise Sunrise Period offers the enterprises registered and located in Taipei City and New Taipei City the possibility to register .taipei domain names prior to the General Availability Registration period.</li> </ul>

		<ul style="list-style-type: none"> <li>● The duration of the period is 30 calendar days and the domain names will be registered on a “first come, first served” basis.</li> <li>● Domain names must be registered for a period of three (3) years in the Taipei Enterprise Sunrise Period.</li> <li>● All name registered shall be included in ICANN’s mandatory trademark claims process.</li> </ul>
Quiet Period (4 Calendar Days)	<p>February 19, 2015 (Thursday 16:00:01)~</p> <p>February 23, 2015 (Monday 15:00:00)</p>	
Landrush Period (30 Calendar Days)	<p>February 24, 2015 (Tuesday 15:00:01)~</p> <p>March 26, 2015 (Thursday 15:00:00)</p>	<ul style="list-style-type: none"> <li>● After Sunrise period, Pioneer Program, and Taipei Enterprise Sunrise Period, .taipei Registry is going to adopt a Landrush period. During this period, .taipei registry will allow all registrants, with no limitation, to register .taipei domain names.</li> <li>● The special registration rate for the period will be announced before the beginning of the period.</li> <li>● In addition, all name registered shall be included in ICANN’s mandatory trademark claims process.</li> </ul>
Quiet Period (4 Calendar Days)	<p>March 26, 2015 (Thursday 15:00:01) ~</p> <p>March 30, 2015 (Monday 14:00:00)</p>	
General Availability	<p>March 31, 2015 (Tuesday 01:00:01) ~</p>	<ul style="list-style-type: none"> <li>● Any natural person or entity is eligible to register domain names in the .taipei TLD.</li> <li>● The registrants of .taipei TLD during the period should follow the requirements of .taipei registration policy.</li> </ul>

		<ul style="list-style-type: none"> <li>● All domain name registered during this period shall be registered through an ICANN-Accredited Registrar.</li> <li>● All domain names are allocated on the "first come, first served" basis.</li> <li>● In addition, all name registered during the first 90 days of this period shall be included in ICANN's mandatory trademark claims process.</li> </ul>
Claim Period (92 Calendar Days)	<p>March 31, 2015 (Tuesday 01:00:01)~ June 30, 2015 (Tuesday 14:00:00)</p>	<ul style="list-style-type: none"> <li>● The period will cover the period of Pioneer Program, Taipei Enterprise Sunrise Period, Landrush Period, and the first 91 days of General Availability Period.</li> <li>● During this period Registrants who wish to register domain names that match third parties' trademarks recorded in the Trademark Clearinghouse will receive notifications thereof. If the Registrant continues the registration despite the warning, the trademark holder will be notified that his trademark was used in domain name registration.</li> </ul>

### ● RELATED POLICIES

All the terms and conditions for the above periods will be detailed in the attached related policies. The policies are

1. Sunrise Period Policy
2. Sunrise Dispute Resolution Policy (SDRP)
3. .taipei Pioneer Program
4. Taipei Enterprise Sunrise Period Policy
5. .taipei Landrush Policy
6. .taipei Domain Registration Policy
7. . taipei Domain Name Disputes Policy
8. .taipei Domain Name Abuse Policy
9. .taipei Reserved and Restricted Names Policy
10. Privacy & Data Protection Policy
11. WHOIS Access Policy

