



Launch Plan & Policy

Overview

.GLOBAL will conduct an End Date Sunrise in accordance with ICANN policy. Contentions in both the Sunrise and Landrush phases are solved by auction.

| Phase | Start Date/Time | Duration (calendar) | End Date/Time | Description |
|--|--------------------------|---------------------|--------------------------|--|
| Sunrise Application Type: End-Date Sunrise | 25 Jun 2014 15:00 UTC | 60 days | 24 Aug 2014 15:00 UTC | Opportunity for trademark holders to submit Registration Requests for .GLOBAL names corresponding to Trademark Clearinghouse (TMCH) entries. Proxy services may not be used in connection with Sunrise Registration Requests. Policies: <ol style="list-style-type: none"> Sunrise Registration Policy (Included in this policy Section 3) Sunrise Dispute Resolution Policy (SDRP) |
| Sunrise Allocation & Contention Resolution | 24 Aug 2014 15:00 UTC | 3 days | 27 Aug 2014 15:00 UTC | <ul style="list-style-type: none"> The period during which applied-for names during Sunrise are allocated and multiple requests for such names are resolved. Contention is solved by auction. |
| Landrush Application | 27 Aug 2014 15:00 UTC | 9 days | 5 Sep 2014 15:00 UTC | A pre-launch period for anyone to submit a registration request in advance of General Availability. Premium names are excluded from Landrush, but are available for purchase at the price specified. Policies: <ol style="list-style-type: none"> Landrush Registration Policy (Included in this policy Section 4) Contention Policy |
| Landrush Allocation & Contention Resolution | 5 Sep 2014 15:00 UTC | 4 days | 9 Sep 2014 15:00 UTC | <ul style="list-style-type: none"> The period during which unique names requested during Landrush are allocated, and multiple requests among Landrush applications are resolved. Contention is solved by auction. |
| General Availability | 9 Sep 2014 15:00 UTC | | | Following the opening of general registrations. Registrants may apply on a first-come, first-served basis to register .GLOBAL names. Policies: <ol style="list-style-type: none"> General Registration Policy (Included in this policy Section 5) ICANN defined policies (UDRP etc) |

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1. Purpose

This document summarises the policies for the .GLOBAL Sunrise, Landrush and General Availability periods.

2. General Provisions

2.1. Applying for and Registering Labels under .GLOBAL

- Labels under .GLOBAL can be applied for or registered with the Registry Operator, through an ICANN Accredited Registrar with a signed Registry Registrar Agreement with .GLOBAL. The Accredited Registrar acts on behalf of the Applicant.
- Accreditation as a Registrar for .GLOBAL labels is regulated by the Registry Registrar Agreement.
- Applying for and registering .GLOBAL label is defined in the .GLOBAL Terms of Service for Sunrise, Landrush and General Availability, as stipulated and updated at the Registry's sole discretion.

2.2. Technical and Syntax Specifications for a .GLOBAL Label

Registry Operator, via Registry Service Provider, will not accept a Label Application unless the applied-for label meets the applicable requirements as defined in RFCs as listed in the Applicant Guidebook, including the following technical and syntax requirements:

2.2.1. RFC Requirements

Labels under .GLOBAL can only be registered as required in the technical standards such as but not limited to RFC 1035, RFC 2181, RFC 952, RFC 1123, and RFC 3696.

2.2.2. Technical and Syntax requirements for .GLOBAL Label

- A label must consist of at least 3 and at most 63 characters;
- All labels with one (1) character is reserved by the Registry and may be offered for registration;
- The characters permitted in a label are: A-Z (case insensitive), digits (0-9) and hyphens;
- The first and the last character of the label must be a letter or a digit;
- The label must not be identical to a registered label or in a namespace reserved from registration;
- Certain labels are reserved or prohibited and may not be registered;
- The label cannot contain labels with hyphens in the third and fourth character positions (e.g., "bq--1k2n4h4b" or "xn--ndk061n");

- The label cannot begin or end with a hyphen.

2.2.3. Internationalised Domain Names (IDNs)

The Registry offer IDN labels in compliance with RFCs 5890, 5891, 5892, 5893 and their successors as referred to in the ICANN IDN Guidelines located at <http://www.icann.org/en/topics/idn/implementation-guidelines.htm>. The ICANN IDN Guidelines may be amended, modified, or superseded from time to time.

The Registry will publish and keep updated its IDN tables and IDN registration rules in the IANA repository of IDN practices as specified in the ICANN IDN guidelines.

The Registry supports the following:

- German (DE)
- Danish (DA)
- Swedish (SV)
- Polish (PL)
- Spanish (ES)

Supported IDN scripts are available in the Technical Fact Sheet at <http://nic.global>, under the Technical section.

2.2.4. Domain Names Subject to Name Collision Concerns

Registry Operator can not accept Applications for labels currently blocked by ICANN due to non-existing domain name (“NxD”) collision concerns, as per Specification 6 of the Registry Agreement with ICANN.

Premium Names on the .GLOBAL Name Collision block list will be available for registration. These labels will be allocated but not activated in DNS until the Name Collision occurrence assessment is implemented. The labels will be updated with Server Hold by the Registry.

"Allocated" is defined here as a status of a label with respect to a zone, whereby the label is associated administratively to some entity that has requested the label. This term represents the first step on the way to delegation in the DNS. When the registry (zone operator) allocates the label, it is effectively making a label a candidate for activation.

Registry Operator cannot be held responsible for ICANN delays or refusal to approve the activation of any non-existing domain name (“NxD”) blocked domain names. If ICANN determine that the labels can never be activated as per the TLD's Name Collision Occurrence Assessment, the Registrant and the Registrar will be refunded any fees.

List of labels connected to the Name Collision Concerns are [downloadable from](#)

[ICANN's website:](#)

<https://www.icann.org/sites/default/files/tlds/global/global-apd-list-12nov13-en.csv>

2.2.5. Reserved Names

The Registry has reserved certain labels from registration, including, without limitation, the names appearing on the list of ICANN reserved TLD labels which may be modified by ICANN from time to time. These reserved names are specified in detail below.

Upon the conclusion of Sunrise, the Registry reserves the right to reserve additional labels as Registry Reserved Names at any time in its sole discretion, and to allocate such labels in accordance with ICANN Requirements and Registry Policies. Registry Reserved Names can be found here <http://nic.global>, under the Name Spaces section.

ICANN Reserved Labels

With reference to the Registry Agreement Specification 5, the following labels are reserved from registration;

- Example. The ASCII label “EXAMPLE” shall be withheld from registration or allocated to Registry Operator at the second level and at all other levels within the TLD at which Registry Operator offers registrations (such second level and all other levels are collectively referred to herein as, “All Levels”).
- Two-character labels. All two-character ASCII labels shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such labels may not be activated in the DNS, and may not be released for registration to any person or entity other than Registry Operator, provided that such two-character label strings may be released to the extent that Registry Operator reaches agreement with the related government and country-code manager of the string as specified in the ISO 3166-1 alpha-2 standard.

IOC, Red Cross, and IGO reserved names

In accordance with the Registry Agreement, labels connected to the International Olympic Committee, International Red Cross and Red Crescent Movement and Intergovernmental Organizations categories have been reserved.

The list of reserved labels can be found at

<http://www.icann.org/sites/default/files/packages/reserved-names/ReservedNames.xml>

and may be amended from time to time.

Registry Reserved Labels

A list of Registry Reserved Labels may be requested from the Registry Operator.

Generic / Premium names

In accordance with ICANN policies, a list of generic names will be reserved by the Registry and released at its sole discretion. Each label as defined under the Registry reserved namespace will be identified in the SRS.

2.2.6. Prohibited Names

In accordance with .GLOBAL's Acceptable Use Policy, labels which are identified as:

- abusive
- racist
- obscene or
- terms related to crime or offenses

will be prevented from registration.

The Registry can, at its own discretion, remove registered labels within these terms.

The Registry has a "Registry Block List" of labels which fall into the above categories that have been blocked from registration by the Registry. This list may be amended at the discretion of the Registry.

2.2.7. Third Level Labels

Registration of .GLOBAL labels on third level is not supported by the Registry.

2.2.8. Illegal Use and Compliance

Use of a label that is barred or prohibited by law or legal proceeding in any jurisdiction, or is considered to be defamatory will permit the Registry to revoke the label.

2.2.9. Eligibility

With the exceptions given for the Sunrise and the Landrush phases, a .GLOBAL registration is based on a first-come, first served basis.

2.3. Term

Registrations during Sunrise will be for a minimum of one (1) year.

During the Landrush Period, registrations will be for a minimum of one (1) year and up to ten (10) years.

Registrations for one (1) to ten (10) years during General Availability will be allowed.

Renewals of a registered label can be for a minimum of one (1) year up to a maximum of ten (10) years.

2.4. The Registry Operator's Rights

The Registry Operator shall be entitled (but not obliged) to reject an Application or to delete, revoke, cancel or transfer a label registration, during the Sunrise, the Landrush or General Availability periods:

- To enforce the Registry Operator's policies and ICANN requirements, each as amended from time to time; or
- Where the application or registration is not in compliance with any other provision of these Launch Policy Rules; or
- To protect the integrity and stability of the Shared Registry System, and/or the operation and/or management of the .GLOBAL domain extension; or
- In order to comply with the political constitution, applicable laws, regulations, resolutions of Ireland, and/or any decision by a competent court or administrative authority and/or any dispute resolution service provider the Registry Operator may hereafter retain to oversee the arbitration and mediation of disputes; and/or any other applicable laws, regulations, policies or decrees; or
- To establish, assert, or defend the legal rights of the Registry Operator or a third party, or to avoid any actual or potential civil or criminal liability on the part of or damage to the Registry Operator or its affiliates, subsidiaries, contracted parties, officers, directors, representatives, employees, contractors, and stockholders; or
- Following the outcome of a Sunrise Dispute Resolution Request or a Registration Eligibility Dispute Resolution Request; or
- To correct mistakes made by the Registry Operator or any Registrar in connection with a Registration; or
- As otherwise provided in the Registrar terms and conditions or Registry-Registrar agreement;

2.5. Registrant's Benefits and Responsibilities

With reference to the Registrar Accreditation Agreement (RAA) approved by the ICANN Board on 27 June 2013.

Registrants' Benefits and Responsibilities

Domain Name Registrants' Rights:

Your domain name registration and any privacy/proxy services you may use in conjunction with it must be subject to a Registration Agreement with an ICANN Accredited Registrar.

You are entitled to review this Registration Agreement at any time, and download a copy for your records.

You are entitled to accurate and accessible information about:

- The identity of your ICANN Accredited Registrar;
- The identity of any proxy or privacy service provider affiliated with your Registrar;
- Your Registrar's terms and conditions, including pricing information, applicable to domain name registrations;
- The terms and conditions, including pricing information, applicable to any Approved by the ICANN Board on 27 June 2013 privacy services offered by your Registrar;
- The customer support services offered by your Registrar and the privacy services provider, and how to access them;
- How to raise concerns and resolve disputes with your Registrar and any privacy services offered by them; and
- Instructions that explain your Registrar's processes for registering, managing, transferring, renewing, and restoring your domain name registrations, including through any proxy or privacy services made available by your Registrar.

You shall not be subject to false advertising or deceptive practices by your Registrar or through any proxy or privacy services made available by your Registrar. This includes deceptive notices, hidden fees, and any practices that are illegal under the consumer protection law of your residence.

Domain Name Registrants' Responsibilities:

- You must comply with the terms and conditions posted by your Registrar, including applicable policies from your Registrar, the Registry and ICANN.
- You must review your Registrar's current Registration Agreement, along with any updates.
- You will assume sole responsibility for the registration and use of your domain name.
- You must provide accurate information for publication in directories such as WHOIS, and promptly update this to reflect any changes.
- You must respond to inquiries from your Registrar within fifteen (15) days, and keep your Registrar account data current. If you choose to have your domain name registration renew automatically, you must also keep your payment information current.

2.6. Registry-Registrant Agreement

Prior to submitting a Registration Request, the Accredited Registrar must secure the affirmative consent of the Applicant to the terms of the applicable Registry-Registrant Agreement.

3. Sunrise Process & Policy

The Registry Operator will offer a sixty (60) day End Date Sunrise Period, as a rights protection mechanism for mark holders. The Sunrise Period allows trademark holders the ability to secure their trademarks in a .GLOBAL TLD before registration by the general public becomes available.

3.1. Eligibility Applicants

Eligible for registrations under Sunrise are holders of TMCH-validated trademarks in any jurisdiction.

3.2. Available Sunrise Registration Periods

Sunrise Period Registrations may be purchased for one (1) year, commencing on the date on which the label is registered. Unless otherwise terminated, such registration will expire on the same day of the month the registration was created.

3.3. Allocation of Labels & Contention Resolution

During the Sunrise period, the Registry Operator will only accept Applications for labels which are accompanied by a valid Signed Mark Data (SMD) file.

As labels will not be allocated on a first-come, first-served basis during the Sunrise period, the time of receipt of an Application is disregarded in the allocation and registration of a particular label.

Labels will be allocated at the end of the Sunrise period.

Unless otherwise stated in this Policy, the Registry Operator, via the Registry Service Provider and Auction Provider, will allocate a Label if:

- The Label meets the requirements set out in 2.2;
- The Label and the information contained in the Registrar's request meet the requirements in the Registrar Terms and Conditions;
- The Label is available; and
- The Registrar is in good standing with the Registry Operator.

If the Registry Operator has received only one application for a particular label, the Registry Operator shall proceed with the label registration, subject to the exceptions laid down in this Launch Policy.

When the Registry Operator has obtained more than one application for an available label during the Sunrise, all such successful applications will be submitted to the Auction Process. The Registry Operator or its nominated Auction Provider will invite all Applicants who have submitted an Application for a particular

label, which has been accepted by the Registry Operator, to participate in an auction process. Applicants who have been invited to the Auction process are not obliged to participate in an auction, instead, may choose to withdraw their Sunrise application or privately resolve the contending applications.

Starting bids for auctions will commence at the Sunrise registration fee, with bid increments escalating over time. If bidders do not bid at least the Sunrise registration fee, the domain name may not be awarded. The final auction price must be paid prior to allocation of the domain name.

For full auction rules see www.namejet.com.

The outcome of any auction shall be deemed final and binding upon the parties. A party that either loses an auction or withdraws its Sunrise application shall receive a refund of the Sunrise domain registration fee. However, the application fee is non-refundable.

3.4. Sunrise Applicant Notification

Notification to Sunrise applicants will be as follows:

- At the end of Sunrise, the Registry Operator will notify Registrars who sponsored a Sunrise Application of applicable Sunrise Registration allocations.
- In the event two or more Sunrise Applications are received for the same Label the Registry Operator will notify the Registrar(s) who sponsored such Sunrise Applications and advise them of the impending auction for the Label.
- Registrars receiving notice of a pending auction must pass on such notice to their Sunrise applicants.
- At the conclusion of an auction for a Domain Name, the sponsoring Registrar(s) for Sunrise Applications will receive notice informing which Sunrise Application:
 - Prevailed in the auction and was allocated the Label; or
 - Lost in the auction.
- The Registry Operator may notify the TMCH of successful Sunrise Applications once the corresponding Sunrise Registration has been made.
- The Registry Operator may also publish all or any portion of a pending Sunrise Application online (e.g., via WHOIS).

3.5. Dispute handling

Disputes will be handled in accordance with the defined Sunrise Dispute Resolution Policy as published on the Registry's Website.

3.6. Fees and Payment to the Registry Operator

Sunrise Application Fees are non refundable.

4. Landrush Process

Landrush is open to the General Public. If there is more than one eligible label for the validated trademark, the label will be auctioned at the completion of the Landrush Period.

The Landrush registration fee will be charged to the Registrar at the time of allocating the Landrush Application. There is no application fee for Landrush.

Trademark Claims will apply during this period.

4.1. Eligible Domains

Any .GLOBAL label that has not been reserved by the Registry Operator or awarded by the Registry Operator in the Sunrise process, and that meets the technical requirements imposed by the Registry Operator, is eligible to be registered in the Landrush process.

4.2. Eligible Applicants

Subject to mandatory laws and the provisions of this Launch Plan, any interested participating in Landrush shall be entitled to submit multiple Landrush Applications.

4.3. Domain Name Availability

During the Landrush Process, the Registry Operator will only receive Applications for labels that are still available. Any labels that have been reserved by the Registry Operator or registered during the Sunrise Process shall not be available for registration during the Landrush Process.

As labels will not be allocated on a first-come, first-served basis during the Landrush Process, the time of receipt of an Application is disregarded in the allocation and registration of a particular label.

4.4. Allocation of Labels & Contention Resolution

When the Registry Operator has obtained more than one application for an available label during the Landrush, all such successful applications will be submitted to the Auction Process. The Registry Operator or its nominated Auction Provider will invite all Applicants who have submitted an Application for a particular label, which has been accepted by the Registry Operator, to participate in an auction process. Applicants who have been invited to the Auction process are not obliged to participate in an auction, instead, may choose to withdraw their Landrush application or privately resolve the contending applications.

Starting bids for auctions will commence at the Landrush registration fee, with bid

increments escalating over time. If bidders do not bid at least the Landrush registration fee, the domain name may not be awarded. The final auction price must be paid prior to allocation of the domain name.

For full auction rules see www.namejet.com.

The outcome of any auction shall be deemed final and binding upon the parties. A party that either loses an auction or withdraws its Landrush application shall receive a refund of the Landrush domain registration fee.

If the Registry Operator has received only one application for a particular label, the Registry Operator shall proceed with the label registration, subject to the exceptions laid down in this Launch Policy.

If a label that has been applied for that corresponds to a trademark registration in the Trademark Clearinghouse, the applicant will be advised that they may be infringing on a registered trademark (“Trademark Claims”).

5. General Availability

During the General Availability, .GLOBAL labels will become available to anyone through participating .GLOBAL Registrars. Except where registered or applied for during the Sunrise, Landrush or reserved by the Registry Operator, .GLOBAL labels are available to the public on a first come, first served basis.

Trademark Claims will apply for 90 days from the start of General Availability.

6. Definitions

Accredited Registrar or **Registrar** means a Domain Name registrar that is (i) accredited by ICANN and (ii) has entered into a Registry-Registrar Agreement with the Registry Operator.

ASCII means the American standard code for information interchange.

Allocation, Allocated means the method by which a domain name is created and assigned to an Applicant.

Applicant means a natural person, company, or organization submitting a Sunrise or Landrush Application.

Application means the complete and technically correct request for a domain name, which complies with this plan, policies and any other policy issued by Registry Operator, ICANN or contracted third parties with Registry Operator to perform or

support registry related functions.

Domain Name means a domain name in and maintained by the Registry Operator's database consisting of at least the Domain Name Label and TLD together, separated by a dot (e.g., "go.global").

Eligible for Allocation means a domain name that Registry Operator may assign, designate or otherwise earmark to an Applicant following technical substantiation and at the conclusion of the applicable Launch program period.

General Availability means the point in time when requests to register a domain name may be received from any eligible party on a first come, first served basis.

ICANN means the Internet Corporation for Assigned Names and Numbers.

ICANN Requirements include the Registry's obligations under the Registry Agreement between Dot GLOBAL Domain Registry Limited and ICANN dated 17. April 2014, and all ICANN Consensus Policies applicable to the .GLOBAL TLD.

Label means a string of characters to the left of the dot that precedes the TLD (e.g., in the Domain Name "go.global", "go" is the label).

Landrush Period means a period between the Sunrise Period and General Availability during which Applications for a domain name may be received from any interested eligible party.

Launch Plan or Launch Policy means the Sunrise Period, the Landrush Period as described in this document.

Registrant is an Applicant that has submitted a Registration Request that has been paid for in full and accepted by the Registry. A Registrant is the holder of a registered name in the .GLOBAL TLD.

Registration means a .GLOBAL name that has been accepted by the Registry in accordance with the terms of the Registry-Registrar Agreement and the Registry-Registrant Agreement for registration for a specified term.

Registry Agreement refers to the executed agreement between ICANN and the Registry Operator on 17 April 2014.

Registry Operator is Dot Global Domain Registry Limited.

Registry Website refers to <http://nic.global>.

SMD File means the Signed Mark Data file provided by the TMCH Sunrise and Claims Operator to a holder of a Validated Mark which is encoded with information such as the

Labels that may be Allocated during a Sunrise Period and signifies that the TMCH has verified that the trademark contained in the SMD File meets the requirements for inclusion in the TMCH in accordance with TMCH Guidelines in force at the time when a complaint under this Plan is filed.

Sunrise Application means the non-transferrable, complete, technically correct request for a Domain Name Registration submitted by a Registrar to the Registry during the Sunrise Period.

Sunrise Dispute Resolution Process Provider is the dispute resolution provider appointed by Registry Operator to administer resolution of disputes arising under this Plan is the National Arbitration Forum ("NAF") and their applicable policies are located is <http://domains.adrforum.com/>, and are incorporated by reference herein.

Sunrise Registration means a domain name Allocated to a Sunrise-Eligible Rights Holder and applied for during the Sunrise Period.

Sunrise Period means the period during which Sunrise-Eligible Rights Holders have the opportunity to submit an Application for a domain name in the TLD prior to the Landrush Period and General Availability.

TLD means Top Level Domain.

Trademark Claims is the period where if an applied for label corresponds to a trademark registration in the Trademark Clearinghouse:

- Applicants will receive a Claims Notice, and
- Trademark Holders, with a corresponding Trademark Record, will receive a notice that a Label is a match to a trademark record.

Trademark Clearinghouse or **TMCH** means the central repository for information to be authenticated, stored, and disseminated, pertaining to the rights of Trademark Holders.

Trademark Holder means holders of marks that have been verified by the TMCH.