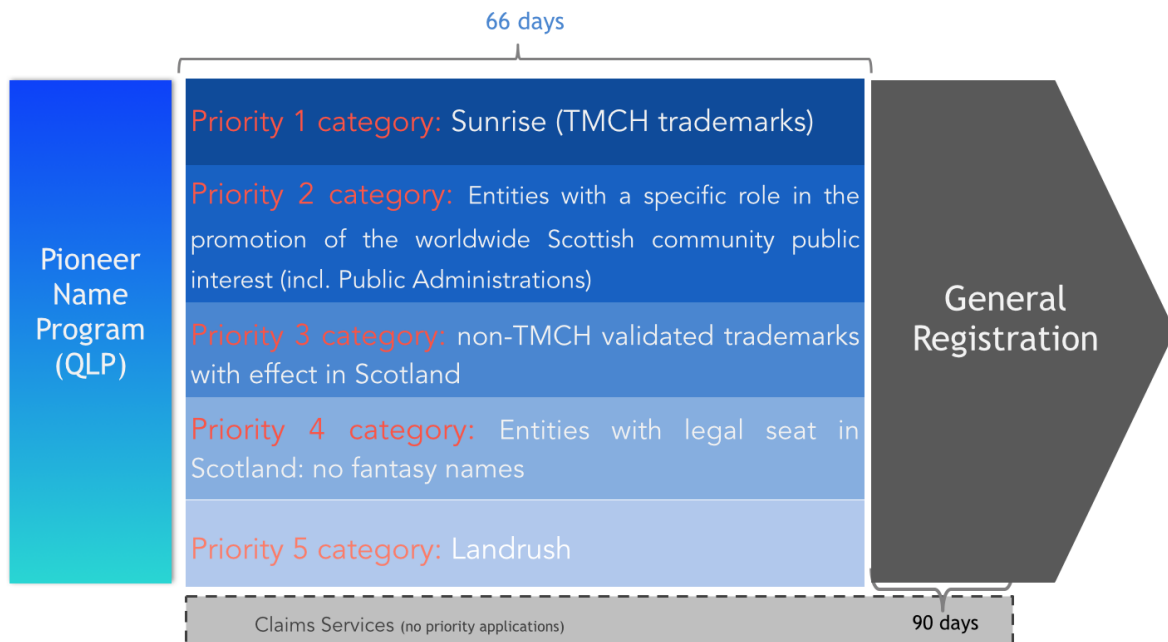




.scot Launch Plan Overview

Launch Phase

Priority 1 Category phase will last 60 days, Priority 2 Category phase 66 days, and Priority 3 to 5 Category phases will last 63 days. Applications for all these 5 categories will be accepted and allocated at the end of their respective launch period Phase window according to the hierarchy of priority status of each category.





Introduction: Nexus with the worldwide Scottish community

All registrations in the .scot TLD, regardless of their moment of registration, are restricted to bona-fide members of the Scottish community. This community is composed of those individuals and organizations linked to the community on a cultural or business basis, or by any other activity conducive to the welfare of the Scottish community. The TLD string “.scot” matches the name of the community in English and in all other internationally used languages.

In particular, registrant’s use of the registered domain name must be:

- (i) generally accepted as legitimate; and
- (ii) beneficial to the cause and the values of the worldwide Scottish community; and
- (iii) commensurate with the role and importance of the registered domain name; and
- (iv) in good faith at the time of registration and thereafter.

Pre-launch Phase: Pioneer Name Program

During the pre-launch phase, Registry Operator intends to conduct a Pioneer Program (subject to ICANN’s approval) for the purpose of promoting the .scot TLD. Registry Operator intends to select and allow registration of a maximum of ninety [90] domain names under this program (“**Pioneer Names**”). Such Pioneer Names will be selected by the Registry Operator from among the eligible expressions of interests received, based on a criteria of visibility, notoriety and commitment to the promotion of the .scot TLD.

Launch Phase

The Launch Phase for .scot will start on July 15th 2014 and will end on September 13th for Sunrise, September 19th for the Public Interest LRP, and September 16th for all other LRPs. During this 66 calendar day period, followed by a 7 day cooling off period before the start of the GA period, five types or “categories” of applications will be accepted: one 60 day period end-date Sunrise for TMCH validated trademarks, one 66 day period Category for entities with a specific role in the promotion of the worldwide Scottish interest, and two 63 day period Categories for registrants with prior rights, and an additional 63 day period Category for applications without prior rights (Landrush). Applications for **all these 5 categories will be accepted and allocated at the end of their respective launch period Phase** window according to the hierarchy of **priority status** of each category.

Each category will be completely allocated (i.e. accepted, rejected or sent to contention resolution) before any name on the next category is allocated. Each claim of priority will be individually and thoroughly validated by the Registry Operator. Self-declaration will not be sufficient.

The categories are the following, according to priority status (from top-priority to lesser priority):



- **Priority 1 Category: Sunrise: 60 day period** end-date Sunrise for **TMCH-validated trademarks**. Duration: 60 days
- **Priority 2 Category: 66 day period: Public Interest Limited Registration Period (LRP) for Entities with a specific role in the promotion of the worldwide Scottish community public interest, including Public Authorities:** This Launch Program is intended to allow legal entities which have a specific vocation in promoting the public interest of the worldwide Scottish community,, including Public Administrations with competences in Scotland, to register:
 - (i) their own **names** (including clear variations and/or abbreviations thereof),
 - (ii) their **online services**,
 - (iii) the same **domain names** registered by them in other TLDs and effectively used, and
 - (iv) their **registered trademarks**.
- **Priority 3 Category: 63 day period: LRP for Local trademarks: non TMCH-validated trademarks with effect in Scotland** (i.e. UK trademarks, EU Community trademarks, and WIPO International trademarks with effect in UK) and geographical indications recognised by International or UK legislation.
- **Priority 4 Category: 63 day period: LRP for Entites with legal seat in Scotland:** Limited registration period intended to allow legal entities with their legal seat in Scotland to register
 - (i) their official **names** (including clear variations and/or abbreviations thereof); and
 - (ii) the same **domain names** registered by them in other TLDs and effectively used.
- **Landrush: 63 day period:** Limited Registration Period for registrants without priority rights.

Claims Services will be provided from day 1 of the Launch Phase (day 1 of the 5 simultaneous Launch Categories) until at least 90 days from the start of General Registration, that is, from July 15th 2014 to December 22nd 2014.