**.Green General Launch Plan** **and Policy**

1. **Introduction**

The .GREEN top-level domain is intended to support the mission of the global green environmental movement. You are prohibited from using the .GREEN top-level domain to promote or endorse activities or information that are demonstrably false, deceptive, or harmful to the environment.

This launch policy describes the DotGreen launch plan, including the priority registration phases. Sunrise, for registered rights holders of registered trademarks. Landrush, a priority registration phase open to anyone for a limited and specified time before the DotGreen Registry opens registrations for general availability to the public on a first come, first serve basis.

1. **Definitions**

The following definitions are provided for clarity when reading this policy.

* **Registry**

(“DotGreen Registry, Limited”, “DotGreen Registry”, “Registry”, “Registry Operator”, “DotGreen”, “.Green”, “us”, “we”, “our”)

* **Accredited Registrar**

A domain name registrar that is accredited by ICANN under the 2013 Registrar Accreditation Agreement and has also entered into agreement with the DotGreen Registry to provide .Green domain name registration services.

* **Trademark Clearinghouse (TMCH)**

ICANN introduced the TMCH to create a single database of authenticated and registered trademarks. It is designed to safeguard the rights and intellectual property of brand owners and allow a Registry to connect to one authoritative database.

If a brand holder wants to ensure they register a particular .GREEN domain before anyone else, they have to register their mark in the TMCH. http://www.trademark-clearinghouse.com/

* **Signed Mark Data (SMD)**

A Signed Mark Data (SMD) file is an authenticated file provided by the TMCH which allows you to identify yourself and your trademark and allows you to register domain names for your Eligible Trademark during the Sunrise phase of the .Green launch.

* **Eligible Trademark (“valid”, “validated”, “TM”)**

A trademark that has been validated by the TMCH and for which a SMD file has been generated.

* **Reserved Name**

Domain names that were reserved during the launch phase of .Green and blocked from registrations in accordance with ICANN or Registry policy.

* **Premium Reserved Names**

DotGreen Registry has designated certain domain names as “Premium Reserved Names”.

These reserved domain names may not be available at launch, but may be made available at a later date via mechanisms to be determined by the Registry.

A WHOIS query on a Registry Reserved Names will return results indicating that it is a reserved name.

* **Application**

An Application is a complete and accurate request for registration of a domain name with the .Green extension. It complies with the requirements of the DotGreen Registry launch policies and domain name registration requirements set forth by the Accredited Registrar and ICANN.

* **Founders Program**

An ICANN approved program whereby the DotGreen Registry may allocate a number of domain names prior to the Sunrise phase to certain parties for purposes such as encouraging adoption, use and marketing of the .Green domain space.

* **SDRP**

The DotGreen Registry Sunrise Dispute Resolution Process which is presented in a separate document.

1. **Launch Phases**

The DotGreen Registry will follow these launch phases for Domain Name availability. A timetable for each phase can be found on www.nic.green.

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| **Phase** | **Description** |
| Pre-Launch | Prior to launch, the Registry will reserve certain domain names and make unavailable. These reserved domain names are those required by ICANN policy and those reserved in accordance with Registry policy, for example, domain names reserved for a Founders Program. |
| Sunrise Phase | A 30 day period where only Eligible Trademark holders, validated by the TMCH with an SMD file, may apply at an accredited registrar for a domain name matching the Eligible Trademark (according to rules prescribed by the TMCH). |
| Sunrise Allocation & Contention Resolution | The period during which unique, applied-for names during Sunrise are allocated and multiple requests (contention applications) for such names are resolved by auction.  Valid, multiple applications (contention applications) for the same domain(s) will be resolved by auction and may take up to 15 days following the end of the Sunrise Application period to complete all auctions and allocate domains. |
| Landrush Phase | Landrush, sometimes known as priority registration or pre-registration, is a 30 day period open to the public. Anyone can submit a registration request with an accredited registrar during the 30 day Landrush phase in advance of General Availability. Premium names are included in Landrush and are available for registration at the premium price specified by the registrar. |
| Landrush Allocation & Contention Resolution | The period during which unique domain names requested during Landrush are allocated, and multiple requests among Landrush applications are resolved.  Contention is resolved by auction and may take up to 15 days following the end of the Landrush Application period to resolve all contentions and allocate domains. |
| General Availability | General Availability begins after Landrush and the subsequent quiet phase ends. Registrants may register available .green domain names on a first-come, first-served basis with participating, accredited registrars. |

1. **General Launch and Registration Rules**

**Application procedures and requirements**

1. Accredited Registrars
   * + Only Accredited Registrars may accept applications for .Green domains
     + Domain name registrations can only be registered through Accredited Registrars contracted with the DotGreen Registry.
2. Domain name registrations will be created by the Registry upon requests from Accredited Registrars under the following circumstances:
   * + The domain name requested is available. It cannot be on the Reserved or Premium Reserve list or allocated under the Founders Program.
     + The Accredited Registrar must have sufficient funds or credit with the Registry and has agreed to participate in the Launch Phase.
     + The domain name is not in a contention auction resulting from the Sunrise and Landrush application phases and must be resolved so that there is only one remaining applicant for the domain registration request.
3. Domain name must meet all of the Technical and Syntax Specification requirements as follows:
   1. A label must consist of at least 3 and at most 63 characters;
   2. The characters permitted in a label are: A-Z (case insensitive), digits (0-9) and hyphens;
   3. The first and the last character of the label must be a letter or a digit;
   4. The label must not be identical to a registered label or in a name space reserved from registration;
   5. Certain domains are reserved or prohibited from use and may not be registered;
   6. The label cannot contain domains with hyphens in the third and fourth character positions (e.g. "xn--ndk061n”) unless the label is intended as an Internationalized Domain Name (an “IDN”) as approved by ICANN and according to DotGreen Registry restrictions and policies;
   7. The label cannot begin or end with a hyphen;
   8. 1 or 2 character labels may be permitted as approved by ICANN and according to Dotgreen Registry restrictions and policies.

1. **Representations and Warranties**

When submitting Applications or registration requests to the Registry, the Accredited Registrar will ensure that the applicant represents and warrants that:

* + - 1. The Application is made in good faith, contains only true, accurate and up-to-date information, and does not infringe the rights of any third party; and
      2. The Applicant accepts and will abide by this Launch Policy and any other applicable Registry rules, policies, or procedures

1. **Reserve and Premium Reserve Names**

The Registry has reserved certain domain names from registration, including, without limitation, the names appearing on the list of ICANN reserved TLD domains which may be modified by ICANN from time to time. The ICANN reserved names list can be found on ICANN’s website at: <https://www.icann.org/resources/agreement/green-2014-05-08-en>.

The DotGreen Registry Reserve and Premium Reserve Policy can be found at the Registry’s website: http//www.nic.green/policies

Upon the conclusion of Sunrise, the Registry reserves the right to reserve additional domains as Registry Premium Reserved Names at any time in its sole discretion, and to allocate such domains in accordance with ICANN Requirements and Registry Policies.

#### **ICANN Reserved Domains**

With reference to the Registry Agreement Specification 5, the following domain domains 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 domains**

All two-character ASCII domains shall be withheld from registration or allocated to Registry Operator at the second level within the TLD. Such domains 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, domains connected to the International Olympic Committee, International Red Cross and Red Crescent Movement and Intergovernmental Organizations categories have been reserved.

The list of reserved domains can be found at <http://www.icann.org/sites/default/files/packages/reserved-names/ReservedNames.xml>and may be amended from time to time.

#### **Premium Reserved Names**

In accordance with ICANN policies, a list of names will be reserved by the Registry and released at its sole discretion.

### Prohibited Names

Certain domain names are blocked from registration or prohibited. This list is in accordance with .GREEN’s [Acceptable Use Policy and Anti-Abuse Policy](http://www.nic.green/policies). Domains which are identified as:

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

may be prevented from registration.

The Registry has a “Registry Block List” of domains 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.

**Illegal Use and Compliance**

Use of a domain name 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.

1. **Term of Registration**

**Sunrise Period**: Registrations during Sunrise will be for a minimum of one (1) year and up to ten (10) years.wil

**Landrush Period**: Registrations during Landrush will be for a minimum of one (1) years and up to ten (10) years.

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

**Renewals**: Registered domains can be renewed for a minimum of one (1) year up to a maximum of ten (10) years.

1. **Sunrise Phase**

DotGreen Registry, Limited will conduct an End Date Sunrise in accordance with ICANN policy. This means that for a defined period of thirty (30) days, Trademark holders registered with the Trademark Clearinghouse with a valid SMD file, can apply for registration of the domains matching their Trademark(s) at Accredited and participating registrars. At the end of the 30 days, valid applications will be confirmed and applied for domains allocated to the applicant.

Valid, multiple applications for the same domain received during the Sunrise phase (contention applications) will be resolved by auction with Registry selected auction provider, Sedo.

## Sunrise Applicant Notification and Contention Auctions

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.
* Registry Operator will provide a list of all domain name registration contentions to Auction provider, Sedo.
* Auction provider, Sedo, will notify all contention auction applicants via email with auction time, date, policies and information on how to bid.
* Auction provider, Sedo, will provide customer support for all auction contention applicants before and during the auctions via multiple channels: phone, chat and/or email; and in multiple languages for auction participants including but not limited to: English, Chinese (Mandarin), Spanish, Portuguese, French, German and Dutch.
* 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 will 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).

1. **Sunrise Lock Phase**

At the end of the Sunrise Phase and when domains names are awarded to the applicant, the domain will remain under a “Sunrise Lock” status for sixty (60) days. This measure will be taken in order to allow parties to file Sunrise Challenges (See DotGreen Registry [Sunrise Dispute Resolution Policy](http://www.nic.green/policies)). Locked domains cannot be transferred.

When the domain is allocated to the applicant, the domain name will be available for public lookup in the Whois. Any party may see what domain names have been awarded and to which registrants making it possible for all parties to have the necessary information to consider any Sunrise Challenges.

1. **Landrush Phase**

DotGreen Registry, Limited will conduct an End Date Landrush in accordance with ICANN policy. Landrush is a defined period of thirty (30) days where the general public can submit registration requests for domain names at any participating Accredited Registrars. At the end of the 30 days, valid applications will be confirmed and applied for domains allocated to the applicant.

Applications may be submitted for domain names that are not:

* Registry Reserved; and
* Already registered during Sunrise phase; and
* Unavailable, due to a pending resolution of a contention auction from a Sunrise phase application; or
* Pending the outcome of a Sunrise challenge (via SDRP)

Valid, multiple applications for the same domain name received during the Landrush phase (contention applications) will be resolved by auction with Registry selected auction provider, Sedo. The decisions of the Auction provider will be deemed final.

**Landrush Applicant Notification and Contention Auctions**

Notification to Landrush applicants will be as follows:

* At the end of the Landrush phase, the Registry Operator will notify Registrars who sponsored a Landrush Application of applicable Landrush Registration allocations.
* In the event two or more Landrush Applications are received for the same domain name the Registry Operator will notify the Registrar(s) who sponsored such Landrush 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.
* Registry Operator will provide a list of all domain name registration contentions to auction provider, Sedo.
* Auction provider, Sedo, will notify all contention auction applicants via email with auction time, date, policies and information on how to bid.
* Auction provider, Sedo, will provide customer support for all auction contention applicants before and during the auctions via multiple channels: phone, chat and/or email; and in multiple languages for auction participants including but not limited to: English, Chinese (Mandarin), Spanish, Portuguese, French, German and Dutch.
* At the conclusion of an auction for a Domain Name, the sponsoring Registrar(s) for Landrush Applications will receive notice informing which Landrush Application:
  + Prevailed in the auction and was allocated the Label; or
  + Lost in the auction.

1. **General Availability**

### Eligibility

With the exceptions given for the Sunrise and the Landrush phases, and in accordance with Registry and ICANN Policies, .GREEN domain name registrations are based on a first-come, first served basis. Any interested party may register a domain name provided that:

* The domain name is not a Registry Reserved name; and
* The domain is available for registration; and
* The domain is not subject to pending resolution of a contention auction in either Sunrise or Landrush phases; or
* Pending resolution of a Sunrise challenge (SDRP).
* All domain registration fees will be in accordance with the respective price category of the domain requested for registration, as published by the Accredited registrar.

## 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 domain name 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 .GREEN 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;

## 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.

**.GREEN REGISTRY POLICIES**

1[.  General Launch Policy](http://www.nic.green)

[2.  Sunrise Dispute Resolution Policy (SDRP)](http://www.nic.green)

[3.  Reserved and Premium Reserve Names Policy](http://www.nic.green)

[4.  WHOIS Policy](http://www.nic.green)

[5.  Acceptable Use and Anti-Abuse Policy](http://www.nic.green)

[6.  Key Data Protection Policy](http://www.nic.green)