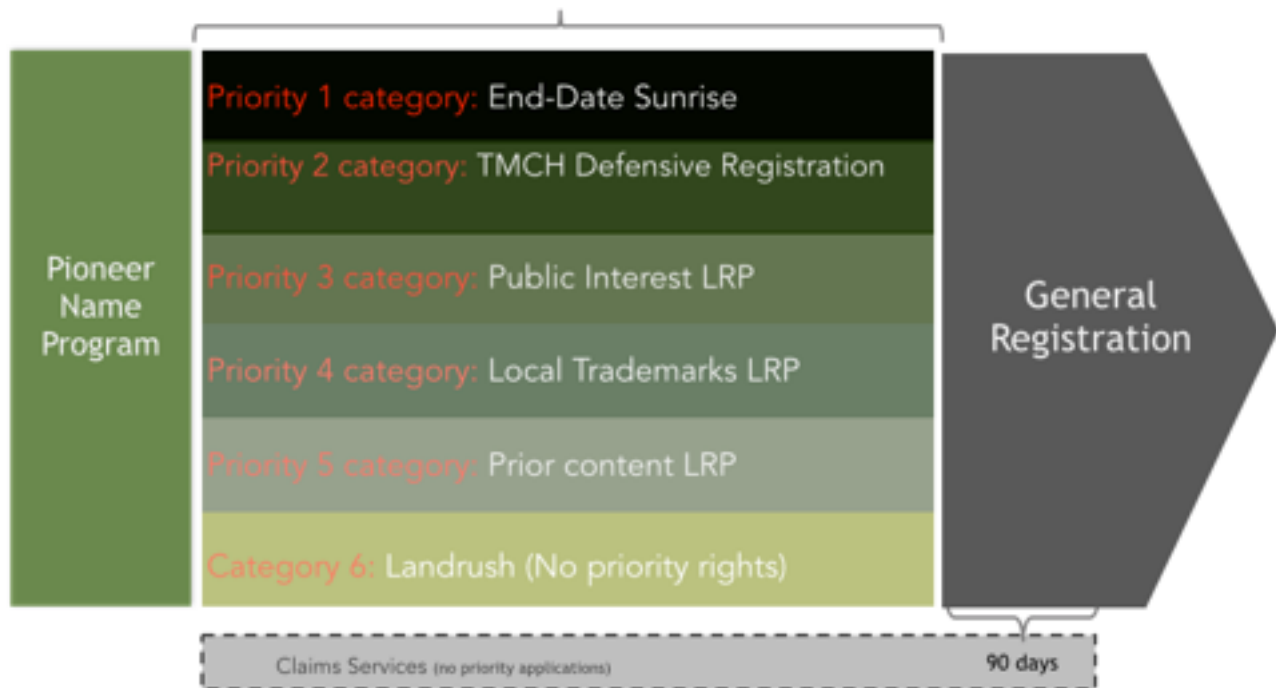




# .eus Launch Plan Overview

## Launch Phase

Applications for the 6 Categories will be submitted simultaneously. Registrations will be allocated at the end of this 64-day Launch Phase (71 days for the Public Interest LRP) according to their priority status.





## Introduction: Nexus with the Basque Language and Culture

All registrations in the .eus TLD, regardless of their moment of registration, are restricted to bona-fide members of the Basque linguistic and cultural community. This community consists of those who use (or commit to use) the Basque language for their online communications, and/or promote the different aspects of Basque culture online, and/or intend to specifically address their online communications and services to that community. “Eus” is the contraction of “Euskara”, which means “basque language” in Basque.

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 Basque linguistic and cultural 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 (in accordance with the QLP Addendum requirements)

During the pre-launch phase, Registry Operator intends to conduct a Pioneer Program (subject to ICANN’s approval) for the purpose of promoting the .eus 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 .eus TLD.

## Launch Phase

The Launch Phase for .eus will start on September 16th 13:00 UTC and will end on November 18th 13:00 UTC, except for the Public Interest LRP, which will end on November 25th. 13:00 UTC, followed by a cooling off period before the start of the General Availability



period on December 3rd. During this 64 calendar day period (71 for Public Interest LRP), six types or “categories” of applications will be accepted: five categories for registrants with prior rights, and an additional one for applications without prior rights (Landrush). Applications for all these 6 categories will be accepted simultaneously and will be allocated at the end of this Launch Phase window according to the hierarchy of priority status of each category, while always requiring community nexus.

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: TMCH Sunrise:** end-date Sunrise for **TMCH-validated trademarks.**
- **Priority 2 Category: TMCH Defensive Registrations:** TMCH validated applications which do not comply with the .eus community based registration policies may opt for a defensive registration. This defensive registration will block the possibility to register the domain name by any potential third party applicant in the phases with lesser priority. Defensive registrations will not allow the activation of the domain in the DNS.
- **Priority 3 Category: Applicants with a specific vocation in promoting the Basque language and/or culture:** This Limited Registration Period is intended to allow legal entities and individuals, which have a specific vocation in promoting Basque language and/or culture, including Public Administrations with competences in the areas where Basque is an autochthonous language, 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 4 Category: Local Trademarks Limited Registration Period:** Limited Registration Period for non TMCH-validated trademarks with effect in the areas where Basque is an autochthonous language (i.e. Spanish trademarks, French trademarks, EU Community trademarks and WIPO International trademarks with



effect in Spain and/or France) and (ii) geographical indications recognized by International, European Union, Spanish, French and/or Basque legislation.

- **Priority 5 Category: Prior online use Limited Registration Period:** Limited registration period intended to allow legal entities proving prior online communications in Basque (e.g. through a website, mailing list, blog...) 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:** For registrants without priority rights.

**Claims Services** will be provided from day 1 of the Launch Phase (day 1 of the 6 simultaneous Launch Categories) until at least 90 days from the start of General Registration, that is, from September 16th 2014 until March 3rd 2015 .