**CHARLESTON ROAD REGISTRY INC.**

**LAUNCH APPLICATION**

Internet Corporation for Assigned Names and Numbers (“ICANN”)

12025 Waterfront Drive, Suite 300

Los Angeles, California 90094

Attention: New gTLD Program Staff

**RE: Launch Application Request**

Charleston Road Registry Inc. d/b/a Google Registry (“Google Registry") hereby submits for approval the below described launch program pursuant to Section 4.5.1 of the Trademark Clearinghouse Rights Protection Mechanism Requirements (the “TMCH Requirements”).

Google Registry desires to offer a launch program on the following registration policies and terms and conditions (the “Launch Application”):

**Overview and Purpose**

The purpose of .dev registry is to provide a secure namespace for businesses and individuals to build online presence and bring content to the web.

The proposed launch program will facilitate the purpose of the .dev registry by demonstrating use cases for .dev second-level domains (SLDs) to other potential registrants in advance of the Sunrise period, in particular, to registrants who may be contemplating Sunrise registrations in order to protect their brands or promote developer-facing initiatives or projects. Specifically, by engaging launch partners that will build developer-oriented websites, it will ensure that the intended use case for the .dev gTLD is seeded appropriately. The launch program will also accelerate content development for .dev SLDs by allowing launch partners to begin developing content on the gTLD as soon as possible. Finally, the launch program will increase general public awareness and clarity regarding how .dev SLDs can be used and the security benefits associated with the TLD.

Google Registry believes that the benefit of the program will be to promote the success of not only the .dev registry but ICANN’s new gTLD program as well. By publicizing quality .dev websites to consumers at an early stage and indicating the type of specialized content they will find there, Google Registry will be able to guide interested registrants to the opportunities afforded by .dev SLDs. In addition, by launching and promoting select domain names before and during Sunrise, Google Registry will raise awareness of the Sunrise program and allow trademark holders who may have otherwise not been able to avail themselves of the opportunity to protect their brands during the .dev Sunrise to do so. Google Registry will also be able to generally demonstrate the value of the new gTLD program, which enhances consumer choice by expanding the SLD namespace, providing registrants with flexibility and opportunities for differentiation.

**Launch Program Criteria**

*SLD Allocation:* Google Registry intends to register up to 95 .dev SLDs to launch partners identified by Google Registry in advance of Sunrise. This limited scope of SLDs should not have a material impact on the total number of SLDs available during the other phases of domain registration.

*Selection criteria:* Google Registry will identify third-party launch partners that contribute to the goals of the .dev registry as set forth herein. Potential launch partners or “anchor tenants” will consist of prominent businesses and individuals across multiple categories of developers and geographies who will create customized sites devoted their development projects on the .dev TLD .

*Registration method:* Launch partners’ SLDs will be registered using one or more ICANN-accredited registrars.

*Timeline:* Launch program SLDs may be registered up to 30 days prior to the commencement of the Sunrise Notice; registration of Launch program SLDs may continue during the Notice period and Sunrise.

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| **Phase** | **Timeframe** | **Description** |
| Founders Period | 100 Days | A period during which up to 95 .dev SLDs may be registered to third parties to promote the TLD. Continues during the Sunrise Notice and Sunrise Period |
| Sunrise Notice | 30+ days | A period of at least 30 days during which trademark owners are notified of the .dev Sunrise Dates and policies to prepare registrations. |
| Sunrise Period | 30+ days | A period of at least 30 days during which trademark owners may register eligible SLDs in .dev on a first come, first served basis.  |
| Early Access Period | 9 days | A period during which all registrants can register .dev domain names on a first come, first served basis provided that they pay a variable early access registration fee.  |
| General Availability  | Indefinite | The standard registration period where all registrants can register .dev domains on a first come, first served basis.  |

*Intellectual property considerations:* Google Registry’s launch program will work hand-in-hand with the TMCH Requirements to ensure the protection of brand owners and to prevent consumer confusion. As required in the QLP Addendum, prior to registration of any launch program SLD, Google Registry will verify whether the name appears on the Sunrise List and, if so, will only register the name under the conditions set forth in the addendum. Further, as set forth in the gTLD application for .dev, Google Registry has also adopted several voluntary supplemental measures for the protection of intellectual property rights, including a permanent Claims Service which will incorporate the “enhanced” claims mechanism, permitting brand owners to continually monitor up to 50 previously abused trademark variants per TMCH entry. Any names registered under Google Registry’s launch program will be subject to this Claims Service. All registrants will also agree to participate in and abide by any determinations made as part of ICANN’s dispute resolution procedures, including the Uniform Domain Name Dispute Policy and Uniform Rapid Suspension Policy.

Additionally, as set forth above in the selection criteria, launch program SLDs will be internally reviewed to ensure that they promote the goals of the launch program and mitigate the possibility that consumers will be confused as to the source or association of a launch program domain.

**Representations**

Google Registry represents that the Launch Application described above is a true and correct description of Google Registry’s launch program. Google Registry agrees that if Google Registry makes any changes to the Launch Application (whether before or after the Launch Application has been approved), it will promptly provide ICANN with a revised description of the Launch Application.

Google Registry acknowledges and agrees that in the event that any of the information contained in the Launch Application becomes untrue (including after ICANN has approved the Launch Application), any approval granted by ICANN to the Registry Operator for the Launch Application shall immediately expire, and Registry Operator shall immediately cease accepting registrations under the Approved Launch Program.

Submitted by: Stephanie Duchesneau

Position: Program Manager

Date: October 12, 2018

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