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") may allocate or register up to 100 domain names in .fly prior to or during the Sunrise Period (the "Launch Program") in compliance with Specification 5, Section 3.2, of the .fly Registry Agreement and the Trademark Clearinghouse Rights Protection Mechanism Requirements (the "TMCH Requirements").

Phase	**Timeframe**	**Description**
Launch Period	October 27, 2025 - February 15, 2027	A period during which up to 100 .fly SLDs may be registered to promote the TLD. Continues during the Sunrise Notice and Sunrise Period.
Sunrise Notice	December 1, 2026 (30+ days)	A period of at least 30 days during which trademark owners are notified of the .fly Sunrise Dates and policies to prepare registrations.
Sunrise Period	January 12, 2027 - February 15, 2027 (30+ days)	A period of at least 30 days during which trademark owners may register eligible SLDs in .fly on a first come, first served basis.
Early Access Period	February 16, 2027 - February 23, 2027	A period during which all registrants can register .fly domain names on a first come, first served basis provided that they pay a variable early access registration fee.
General Availability	February 23, 2027	The standard registration period.

Intellectual property considerations: The Launch Program will work hand-in-hand with the TMCH Requirements to ensure the protection of brand owners and to prevent consumer confusion. Further, 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.

Launch program SLDs will be internally reviewed to ensure that they promote the goals of the launch program, meet the requirements set forth in the .fly registration policy, and mitigate the possibility that consumers will be confused as to the source or function of a launch program domain.

Submitted by: Kalina Ostalska
Position: Program Manager
Date: October 20, 2025
Email: registry-poc-primary@google.com