

**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 .eat prior to or during the Sunrise Period (the "Launch Program") in compliance with Specification 5, Section 3.2, of the .eat Registry Agreement and the Trademark Clearinghouse Rights Protection Mechanism Requirements (the "TMCH Requirements").

| Phase                                                             | Timeframe                                                    | Description                                                                                                                                                                                                 |
|-------------------------------------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Launch Period                                                     | July 14, 2026 - November 9, 2026 at 16:00 UTC                | A period during which up to 100 .eat SLDs may be registered to promote the TLD. Continues during the Sunrise Notice and Sunrise Period. <i>Operated in accordance with TMCH Requirements Section 4.5.1.</i> |
| Sunrise Notice                                                    | July 28, 2026 (30+ days)                                     | A period of at least 30 days during which trademark owners are notified of the .eat Sunrise Dates and policies to prepare registrations.                                                                    |
| Sunrise Period                                                    | September 1, 2026 - November 9, 2026 at 16:00 UTC (30+ days) | A period of at least 30 days during which trademark owners may register eligible SLDs in .eat on a first come, first served basis.                                                                          |
| Early Access Period (first pricing phase of General Availability) | November 10, 2026 - November 17, 2026 at 16:00 UTC           | A period during which all registrants can register .eat domain names on a first come, first served basis provided that they pay a variable early access registration fee.                                   |
| General Availability                                              | November 17, 2026 at 16:00 UTC                               | 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 .eat 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: July 13, 2026

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