



The .phone Launch Plan and Related Policies

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Dish DBS Corporation

9601 South Meridian Boulevard

Englewood Colorado 80112 USA

Phone: +1 303 723 1000

Email: hello@registry.dish

Website: <https://call.phone>

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1. General Provisions

1.1 Scope and Applicability

This document summarizes the processes, procedures, and rules applicable to launch-phase **registration** of a name in the .phone gTLD as of 1 August 2026.

Capitalized terms and phrases not defined in context are defined in Section 8.

1.2 Launch Timeline

The dates and periods listed below are subject to change. All such changes will be posted on the Registry website at <https://call.phone> (the “Registry Website”).

Launch Phase	Launch Phase	Description
Sunrise	Notice Period of at least 30 Days followed by a duration of at least 90 Days of Sunrise. Dates: Sunrise Notice - 3 September 2026 Sunrise Start - 6 October, 2026 00:00 UTC Sunrise End - 4 January, 2027 at 23:59 UTC	The pre-launch of General Availability opportunity for trademark holder to submit Registration Applications for .phone names corresponding to Trademark Clearinghouse (TMCH) entries. All sunrise names are allocated on a first come, first serve basis during the 91 days sunrise

Trademark Claims	90 days duration Dates: 5 January 2027 00:00 UTC - 4 April 2027 23:59 UTC	Standard first 90 days of GA
Early Access Program (EAP) General Availability	Follows from the Sunrise period with a 14 days duration. Dates: 5 January 2027 00:00 UTC - 18 January 2027 at 23:59 UTC	First phase of General Availability is an early access pricing phase, Registrations on first-come, first - serve basis
General Availability (Standard Pricing)	Follows from the General Availability Early Access Program. Date: 19 January 2027 00:00 UTC Standard pricing	Registrant may apply on a first-come, first - serve basis to register .phone names (Standard Pricing)

1.3 Registration of .phone Names

Registration Applications for **.phone** names may be submitted only by an **Accredited Registrar**.

The Registry will not accept a Registration Application for a .phone name unless it meets the following technical and syntax requirements:

- a. The name must consist exclusively of the letters A-Z (case insensitive), the

numbers 0–9, and hyphens;

- b. The name cannot begin or end with a hyphen;
- c. The name cannot contain labels with hyphens in the third and fourth character positions (e.g., "bq--1k2n4h4b" or "xn--ndk061n") unless the domain name is an IDN in which case the IDN EPP Extension must be passed containing the IDN-Table identifier and the corresponding name in Unicode (uname);
- d. Subject to ICANN approval, the Registry will support the following IDNs to its Registry Services: Latin script, Portuguese language and Spanish language.
- e. The name cannot exceed 63 characters (excluding the TLD); and
- f. Until further notice, the name must contain at least 3 characters.

The Registry may reject a Registration Application, or may delete, revoke, suspend, cancel or transfer a Registration under the following criteria:

- a. To enforce **Registry Policies** and **ICANN Requirements**; each as amended from time to time;
- b. That is not accompanied by complete and accurate information as required by ICANN Requirements and/or Registry Policies or where required information is not updated and/or corrected as required by ICANN Requirements and/or Registry Policies;
- c. To protect the integrity and stability of the Registry System, its operations, and the .phone TLD;
- d. To comply with any applicable law, regulation, holding, order, or decision issued by a court, administrative authority, or dispute resolution service provider with jurisdiction over the Registry;

- e. To establish, assert, or defend the legal rights of the Registry or a third party or to avoid any civil or criminal liability on the part of the Registry and/or its affiliates, subsidiaries, officers, directors, representatives, employees, contractors, and stockholders;
- f. To correct mistakes made by the Registry or any Accredited Registrar in connection with a registration; or
- g. As otherwise provided in the Registry-Registrar Agreement.

1.4 Term

The TLD .phone names may be registered for a period of no less than one year and no more than ten (10) years, commencing on the date on which the Registry accepts the Registration Application submitted by the Accredited Registrar. All Registration Applications must specify the registration period (the “Term”).

It is the obligation of the Accredited Registrar, and not the Registry, to notify a Registrant in advance of the termination or expiration (for any reason) of a Registration.

1.5 Payment to the Registry

The Registry will perform automatic renewals upon expiration. Unless the name is explicitly deleted during the auto-renew grace period, the Registry will automatically charge the applicable Accredited Registrar account with the renewal amount. If the Registry does not receive payment within a specified amount of time, the Registry will halt the Registrar from any further registrations and consider revoking the Registrar’s accreditation with the Registry. Breaches of billing and payment terms by an Accredited Registrar will be handled on a case-by-case basis.

The Registry will not accept a Registration Application and will not renew a Registration at the end of the applicable Term unless it has received payment in

full from the applicable Accredited Registrar. Names subject to a Registration Application, or names that result in a Registration will be released in accordance with Registry Policies and ICANN Requirements.

1.6 Reserved Names

The Registry has reserved certain names from registration in the .phone TLD (“Registry Reserved Names”), including, without limitation, the names appearing on the list of ICANN reserved TLD names and as such list may be modified by ICANN from time to time. Additionally, the Registry has reserved certain names in accordance with the “Alternative Path To Delegation” provisions of Specification 6 of the Registry Agreement with ICANN.

Upon the conclusion of Sunrise, the Registry reserves the right to reserve additional names as Registry Reserved Names at any time in its sole discretion, and to allocate such names on other than first-come first-served terms.

2. Sunrise Registration Rules

2.1 Scope and Applicability

These provisions describe the processes, procedures, and rules applicable to the .phone Start-Date Sunrise described in Section 1.2 above.

Sunrise applications may be submitted for **Available Names**, meaning .phone names that have not been reserved, restricted, or otherwise allocated prior to commencement of the respective launch phase.

2.2 Sunrise Definition

2.2.1 Start-Date Sunrise: Sunrise applications are accepted and allocated on a first come first serve basis during the Sunrise Period.

2.2.2 Sunrise-Eligible Rights Holder: An entity with a trademark record validated and recorded with the TMCH resulting in a valid Signed Mark Data (SMD) file.

2.2.3 TMCH: The ICANN-designated Trademark Clearinghouse operator and associated database of validated marks and label information.

2.2.4 SMD File: A cryptographically signed file issued by the TMCH for a validated trademark record, used to prove Sunrise eligibility and to generate Sunrise-valid labels.

2.2.5 Label / Matching Rule: The domain label that is an identical match to the TMCH-validated mark, produced pursuant to TMCH rules.

2.3 Eligible Applicants

To be eligible to submit a Registration Application under Sunrise, a Sunrise Applicant must be the registrant of a corresponding TMCH entry, TMCH resulting in a valid Signed Mark Data (SMD) file and the domain name sought must correspond to the entire eligible text of the TMCH entry in accordance with the applicable TMCH requirements.

2.4 Allocation of Registration Applications

Applications will be allocated on a first-come, first-served basis based on timestamp of receipt and successful SMD validation.

3. Sunrise Allocation and Priority Rules

3.1 Overview

The Sunrise Allocation and Priority Rules sets out the rules to be applied to resolve challenges to domain names resolved improperly during the Sunrise Registration

phase. During the .phone Sunrise phase all registrations will be processed on a first-come, first-served basis during the 91 day Sunrise Period following the 30 day Sunrise Notice period.

In the event two or more Sunrise Applicants qualify for the same second-level domain name, the Registry will use the time stamp on the registry database for the application and processing of the SMD. Any challenge alleging that the Registry's published Sunrise registration or allocation criteria were improperly applied shall be governed by the Sunrise Dispute Resolution Policy. Challenges concerning the validity of the Trademark Record upon which a Sunrise Registration was based shall be handled through the applicable TMCH Dispute Resolution Procedure.

4. Certification / Liability

All Registration Applications must be conditioned on the Applicant's certification, representation, and warranty that the request is compliant with the relevant Sunrise requirements.

By submitting a Registration Application, Applicants acknowledge, agree, and accept sole and direct liability for damages suffered by any third party injured as a consequence of a Registration Application

and/or the Registration of a name in the .phone TLD under this policy, and

agree to indemnify and hold the Registry and its executives,

officers, affiliates, agents, and contractors harmless for any claims, causes of action, damages, or injuries resulting from actions, omissions, or errors.

Applicants may be required by the Registry, in its reasonable discretion, to provide reasonable and sufficient surety of indemnification, and shall be liable for any costs or fees incurred by the Registry as a

consequence of third party claims arising from the Applicant's Registration Application for and/or the Registration of a name in the .phone TLD under this policy. Such liability shall extend without limitation to any injury claimed as a consequence of false statements made in the request and relied upon by the Registry in Registration of a name.

4.1 Determination

The determinations of the Registry regarding any Registration Application shall be final and non-appealable; provided, however, that such determination will not affect rights Applicants may have under applicable law, ICANN policies, or Registry-provided dispute resolution procedures.

4.2 Additional Safeguards For Sunrise Names

4.2.1 Sunrise Registrations

A domain name registered during Sunrise shall be registered to the qualified Sunrise Applicant in accordance with the applicable Trademark Clearinghouse requirements and the Registry's Sunrise eligibility criteria. Following registration, Sunrise Registrations shall be subject to the same applicable transfer policies and Registry Policies as other .phone registrations, except where otherwise required by ICANN Requirements, applicable law, or a decision under an applicable dispute resolution procedure.

4.2.2 Sunrise Challenge

Sunrise Registrations shall remain subject to the Registry's Sunrise Dispute Resolution Policy for the period specified therein. A Sunrise Registration may be challenged on the grounds that the Registry's published Sunrise registration or allocation criteria were improperly applied, including where:

- i. the registrant was not a Sunrise-Eligible Rights Holder at the time of registration;
- ii. the registrant did not provide a valid SMD file issued by the Trademark Clearinghouse;
- iii. the domain name was not identical to the Trademark Record in accordance with applicable TMCH identical-match rules;
- iv. the domain name was not available for registration under the Registry's published reserved-name or registration policies; or
- v. the Registry's published Sunrise allocation criteria were not properly applied.

Challenges concerning the validity of the Trademark Record upon which a Sunrise Registration was based shall be handled through the applicable TMCH Dispute Resolution Procedure.

Additional detail is provided in the separate Sunrise Dispute Resolution Policy.

5. General Availability

Upon the commencement of General Availability, Available Names will be allocated via Accredited Registrars on a first-come, first-served basis subject to the Registry Policies and ICANN Requirements.

6. Trademark Claims Service

The Registry Operator will implement and support the Trademark Claims Service for the Claims Period specified in Section 1.2 in accordance with Section 3 of the applicable TMCH Requirements and the applicable Functional Specifications. The Registry Operator, Accredited Registrars and the Trademark Clearinghouse will each perform their respective obligations in connection with the Trademark Claims Service in accordance with applicable ICANN Requirements.

7. Dispute Policies

All Registrants agree to participate in and abide by any determinations made in the course of ICANN or Registry Policies referenced herein.

8. Defined Terms

Accredited Registrar is a domain name registrar that is (i) accredited by ICANN and (ii) has entered into a Registry-Registrar Agreement with the Registry.

Applicant is a natural person, company, or organization in whose name a Registration Application is made during any phase.

Available Names are .phone names that have not been reserved, restricted, registered, awarded, or otherwise allocated prior to commencement of the Sunrise period or, in connection with General Availability, prior to the Registry's receipt of a Registration Application.

ICANN Requirements include the Registry's obligations under the Registry Agreement between DISH DBS Corporation and ICANN dated 2 June 2016 and all ICANN Consensus Policies applicable to the .phone TLD.

Registrant is an Applicant that has submitted a Registration Application that has been paid for in full and accepted by the Registry. A Registrant is the

holder of a registered name in the .phone TLD.

Registration means a .phone name that has been accepted by the Registry in accordance with the terms of the Registry-Registrar Agreement for registration during a specified term.

Registration Application is an application submitted by an Accredited Registrar on behalf of an Applicant to register a name in the .phone TLD.

Registry is Dish DBS Corporation, a Colorado Corporation with its primary place of business at 9601 South Meridian Boulevard, Englewood, Colorado 80112.

Registry Policies means the policies adopted from time to time by the Registry as posted under Policies on the Registry Website.

Registry-Registrar Agreement is the agreement between Registry and

Accredited Registrars, as amended from time to time.

Registry System means the system operated by Registry via its Registry Services Provider for registration of domain names.

Registry Website is <https://call.phone>