

.alsace Launch Policy

Sunrise - LRP - Landrush

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1. Introduction

This Launch Plan has been developed to describe the Launch Program for the .alsace Top Level Domain (TLD). Region d'Alsace (France) is the Registry Operator.

The Launch Program will consist of four simultaneous different periods, each of which is described in this document. Specific information and requirements for those wishing to participate in the launch of the TLD are detailed in relation to each of those periods.

Applications submitted during the various phases must specifically meet the requirements of the Registry Policies, unless there are deviating provisions in the present policy.

The following provisions apply to all applications submitted to the Registry during this Launch plan.

By applying to register .alsace domain name during the launch period, You agree to be legally bound by (i) this Launch Policy, as well as the .alsace general Registration Policy hereby incorporated by reference; (ii) the Registration Agreement provided by the sponsoring Accredited Registrar through which You applied for Your .alsace domain name; and (iii) any other policies mandated by ICANN from time to time.

You hereby represent and warrant to Us that the statements that You made in Your Registration Agreement with the Accredited Registrar sponsoring Your .alsace domain name are complete and accurate. It is Your sole responsibility to determine whether Your .alsace domain name registration and use complies with this Registration Policy.

In the event of conflicting and/or contradictory provisions in other integral parts of the contract agreed between the Registrant and their Registrar or reseller, the rules in the above paragraph have priority.

Please note that the Registry may modify this Launch Policy from time to time in order to comply with applicable laws and terms and conditions set forth by ICANN and/or the Registry. Any revisions or modifications to this Launch Policy shall be effective immediately upon the posting of such revisions or modifications on the Registry's website and such amendments shall be binding upon the Domain Name Registrant.

2. Definitions

Allocation	means the method by which a domain name is created and assigned to an Applicant, Allocated shall have a corresponding meaning.
Application	means the complete and technically correct request for a domain name, which complies with this plan, policies and any other policy issued by Registry Operator, ICANN or contracted third parties with Registry Operator to perform or support registry related functions.
Claims Services	means the services that collectively provide: <ul style="list-style-type: none">- Applicants with a Claims Notice, and- Trademark Holders, with a corresponding Trademark Record, with notice that a Label that is a Trademark Match to the Trademark Record is Allocated.
Claims Period	means any period during which the Claims Services are provided.
Domain Name	means a domain name in and maintained by the Registry Operator's database consisting of at least the Domain Name Label and TLD together, separated by a dot (e.g., "domain.alsace").
GA, General Availability	means the point in time following which requests to register a domain name may be received from any eligible party on a first come, first served basis.
General Registration Policy, Registration Policy	means the policy available at the Registry Operator's website at www.nic.alsace and hereby incorporated by reference, which governs the registration of .alsace domain names.
ICANN	means the Internet Corporation for Assigned Names and Numbers, its successors and assigns.
IDN	means Internationalized Domain Name. No IDN for .alsace
Landrush Period	means a period of this launch plan, during which Applications for a domain name may be received from any interested eligible party. Auctions provided to allocate domains with multi-applicants.
Launch Program	means the single 61 days calendar period before the General Availability that include a sunrise, two LRP and the landrush with specific rights.
LRP	means Limited Registration Period, this launch program include two LRP phases with specific rights.

- Premium name(s)** means Terms that have been determined by the Registry to carry a premium value and which will be made available for purchase by registrants at the discretion of the registry and with an additional fee.
- Registrant, Applicant, You, Your** refers to the individual or entity, which applies or wishes to register a .alsace domain name with an Accredited Registrar.
- Registrar** means a Domain Name registrar that is (i) accredited by ICANN and (ii) has entered into a Registry-Registrar Agreement with the Registry Operator for the TLD.
- Registry Operator** means the .alsace Top Level Domain owned and operated by Region d'Alsace
- Registry Website** refers to www.nic.alsace or other TLD-specific URL directed from such website.
- Reserved names, blocked names** means a .alsace domain name listed in the Reserved Name List that is withheld from registration, or with a specific allocation at the discretion of the registry
- SMD File** means the Signed Mark Data file provided by the TMCH Sunrise and Claims Operator to a holder of a Validated Mark which is encoded with information such as the Labels that may be Allocated during a Sunrise Period and signifies that the TMCH has verified that the trademark contained in the SMD File meets the requirements for inclusion in the TMCH in accordance with TMCH Guidelines in force at the time when a complaint under this Plan is filed.
- Sunrise Period** means the period during which eligible rights holders have the opportunity to submit an Application for a domain name in the TLD prior to the other phases.
- TLD** means Top Level Domain and for the purpose of this Plan the TLD shall be .alsace.
- TMCH** means the Trademark Clearinghouse, which is the mechanism made available for the validation and database management of rights protected terms, typically trademarks. trademark-clearinghouse.com
Trademark Clearinghouse means the central repository for information to be authenticated, stored, and disseminated, pertaining to the rights of Trademark Holders.
- Registry, We, us, our** refers to the Region d'Alsace as the .alsace Registry Operator or our designated representatives.

3. Launch dates, priority and allocation criteria overview

3.1. Launch dates

Our single 61 calendar days launch period run four (4) different categories of priority.

Length of our single phase :

Start : 2015 **January 19th** 13:00 UTC

End : 2015 **March 20th** 13:00 UTC

General Availability start date : 2015, April 7th

3.2. Priority

The four end-date categories are the following, from top-priority to lesser priority :

- Priority 1, end-date **sunrise for TMCH**, with auctions.
- Priority 2, end-date **LRP for Additional trademarks** (non-TMCH)
- Priority 3, end-date **LRP for Businesses, public and parapublic administrations, associations**
- Priority 4, end-date **Landrush**, with auctions

3.3. Allocation criteria

Our only criteria for allocation is: priority status.

So TMCH applications will be allocated before all other applications.

In case of multiple applications for a domain name in a same priority level, contention resolution is detailed below for each phase.

3.4. Dates of allocation

Domain names will be allocated:

- Sunrise TMCH phase: April 1st at 13:00 UTC

- LRPs and Landrush phases: April 7th at 9:00AM UTC

4. Priority 1, End-date Sunrise TMCH

4.1. Duration

This Sunrise period will be run in parallel with the rest of the 61 calendar days Launch Phases

Start : 2015 **January 19th** 13:00 UTC

End : 2015 **March 20th** 13:00 UTC

4.2. Eligibility

The Sunrise Period is a limited-time opportunity for trademark holders who have entered their marks into the Trademark Clearinghouse database (TMCH) and who wish to register Domain Names in the .alsace Top Level Domain (“TLD”).

During the Sunrise period, applications for Domain Names are eligible which are identical with marks validated by the TMCH.

These requirements are in addition to the local nexus and other general requirements applicable to all registrations (launch phases and general availability), as set forth in our Registration Policy.

4.3. Validation

Technically: Applicants who have validated their mark successfully with TMCH are obliged to forward the corresponding SMD file ("Signed Mark Data") to the Registrar for review of successful validation at TMCH.

Applications missing a valid SMD File, containing an invalid SMD File or where the application misses other requirements of the Registration Policy will be rejected by the Registry.

If the Applicant meets further requirements of the Registry Registration Policy, and if the validated mark and the desired domain are identical, available, the application is eligible for registration.

4.4. Priority and contention resolution, and allocation

(i) Priority

Applications eligible under this **Priority 1 Sunrise period category will have the highest level of priority**. Applications eligible will be allocated with priority over any other applications. See 4.4.iii Allocation.

(ii) Contention resolution

For domain names applied during this sunrise TMCH phase, where there is more than one application that meets all requirements, the contention will be resolved as follow: Auctions. No other contention resolution criteria will apply.

(iii) Allocation

Domain names validated in this sunrise TMCH phase, will be allocated with priority on all other phases, on April 1st at 13:00 UTC

4.5. Sunrise Dispute Resolution Policy (SDRP)

Domain Names, which are registered during this Sunrise phase, can be the subject of the complaint procedure described in the Sunrise Dispute Resolution Policy (also "SDRP"). For details, see the policy in question.

This does not affect other legal protection mechanisms described in or referred to in the Registry Policies and/or other dispute resolution procedures.

5. Priority 2, End-date LRP Additional Trademarks

5.1. Duration

This LRP period will be run in parallel with the rest of the 61 calendar days Launch Phases:

Start : 2015 **January 19th** 13:00 UTC

End : 2015 **March 20th** 13:00 UTC

5.2. Eligibility

The LRP Period is a limited-time opportunity for : registered owners, licensees or assignees of any non-TMCH validated local trademark, including :

- (i) **French Trademarks** registered at the French trademark office : INPI (Institut National de la Propriété Industrielle)
- (ii) **EU Community trademarks** registered at the OHIM (Office for Harmonization of the Internal Market)
- (iii) **WIPO International Trademarks designating and in force in France** according to the Madrid system.

During this LRP period, eligible applications for Domain Names require:

- (i) To be identical to the mark validated for good in those registries.
- (ii) for semi-figurative marks, their nominal party will be identical to the sign applied for as domain name
- (iii) as regards marks composed exclusively of a distinctive writing, the term should be easily recognizable stylized and identical to the mark applied for as domain name

These requirements are in addition to the local nexus and other general requirements applicable to all registrations (launch phases and general availability), as set forth in our Registration Policy.

5.3. Validation and documents in proof

The Registry will check all documents.

Documents required for the validation of the application in this phase :

- ✓ French trademarks : INPI registration certificate,
- ✓ EU Community trademarks: OHIM registration certificate
- ✓ WIPO international trademarks registered in France: WIPO registration certificate

If the details supplied by the registrant during registration are incomplete and do not allow a check to be made, the Registry will inform the registrar who will inform the registrant.

Within 5 days of receipt of the information, the registrant may have their application corrected by the registrar. If, despite being notified, the registrant does not comply with the registration conditions, the domain name will be deleted.

5.4. Priority and contention resolution, allocation

(i) Priority

Applications eligible under this Priority 2 LRP period category will be allocated **with less priority than Sunrise TMCH eligible applications**, but, with priority over any other applications (priority 3 LRP and priority 4 Landrush)

(ii) Contention resolution

For domain names where there is more than one application that meets all requirements in priority 2 phase, the contention will be solved as follow :

- 1/ After the end of this phase (March 20th) we will check all applications on priority 2
- 2/ The domain name is available: not already allocated to an applicant with a sunrise TMCH priority
- 3/ Applications on priority 2 meet all requirements.
- 4/ We will ask to Afnic (our backend registry) timestamps applicants of this priority.
- 5/ The domain will be assigned to the applicant whose application is the first logged in the system with a priority 2.

Note: Sunrise TMCH is the highest priority. Applications with valid SMD file will be served before any other applicant with priority 2, 3 and 4.

(iii) Allocation

Domain names validated in this Priority 2 “end-date additional trademarks”, will be allocated after the TMCH priority allocation, on April 7th at 9:00AM UTC.

5.5. Challenges to domain names allocated or rejected under this category

Allocations and rejections of domain names under this category may be challenged through the Additional Trademark Limited Registration Period Dispute Resolution Policy established by the Registry Policy, available at the Registry Operator’s webpage.

6. Priority 3, End-date LRP Companies, Public and Para Public

Administrations, Associations

6.1. Duration

This LRP period will be run in parallel with the rest of the 61 calendar days Launch Phases

Start : 2015 **January 19th** 13:00 UTC

End : 2015 **March 20th** 13:00 UTC

6.2. Eligibility and name selection

a. Eligibility

The LRP Period is a limited-time opportunity for :

- (i) **Companies** with with legal seat or place of business in Alsace.
- (ii) **Public and parapublic entities** with competences in Alsace only.
- (iii) **Associations** with a valid address in Alsace.

b. Name selection

These three categories will be allowed to register :

- (i) **Companies** : their own corporate names, trade names, signs and acronyms.
- (ii) **Public and parapublic entities** : their own names, names of public services, geographical names and names of local landmarks under their control, as well as any variations and abbreviations.
- (iii) **Associations** : their own names and any variations and abbreviations.

During this LRP period, eligible applications for Domain Names require to be identical to the name, or sign or acronym or abbreviation on the proof.

Except for towns and municipality communities :

- Municipalities will record: the use name and/or administrative name of the town.
- The Community of Municipalities may register their names with the following nomenclature: cc-name.alsace, comcom-name.alsace, official name and use name.

These requirements are in addition to the local nexus and other general requirements applicable to all registrations (launch phases and general availability), as set forth in our Registration Policy.

6.3. Validation and documents in proof

The Registry will check all documents.

Documents required for the validation of the application in this phase :

- ✓ Companies: a copy of the Kbis,
- ✓ Public and parapublic entities: a copy of the “Extrait INSEE”
- ✓ Associations: a copy of the “Extrait INSEE”, or the publication in the Official Journal “Journal Officiel de la République Française”

If the details supplied by the registrant during registration are incomplete and do not allow a check to be made, the Registry will inform the registrar who will inform the registrant.

Within 5 days of receipt of the information, the registrant may have their application corrected by the registrar. If, despite being notified, the registrant does not comply with the registration conditions, the domain name will be deleted.

6.4. Priority and contention resolution, allocation

(i) Priority

Applications eligible under this Priority 3 LRP period category will be allocated **with less priority than Sunrise TMCH** and Priority 2 LRP eligible applications, but, with priority over priority 4 Landrush.

(ii) Contention resolution

For domain names where there is more than one application that meets all requirements in priority 3 phase, the contention will be solved as follow :

- 1/ After the end of this phase (March 20th) we will check all applications on priority 3
- 2/ The domain name is available: not already allocated to an applicant with a sunrise TMCH priority
- 3/ Applications on priority 3 meet all requirements.
- 4/ We will ask to Afnic (our backend registry) timestamps applicants of this priority.
- 5/ The domain will be assigned to the applicant whose application is the first logged in the system with a priority 3.

Note: Sunrise TMCH is the highest priority. Applications with valid SMD file will be served before any other applicant with priority 2, 3 and 4.

(iii) Allocation

Domain names validated in this Priority 3 “End-date LRP Companies, Public and Para Public Administrations, Associations”, will be allocated after the TMCH priority allocation, on April 7th at 9:00AM UTC.

6.5. Specific treatment : Alsatian towns and municipality communities

See § 10. Alsatian towns and municipality communities

6.6. Challenges to domain names allocated or rejected under this category

Allocations and rejections of domain names under this category may be challenged through the Additional Trademark Limited Registration Period Dispute Resolution Policy established by the Registry Policy, available at the Registry Operator’s webpage.

7. Priority 4, End-date Landrush

7.1. Duration

This Landrush period will be run in parallel with the rest of the 61 calendar days Launch Phases

Start : 2015 **January 19th** 13:00 UTC

End : 2015 **March 20th** 13:00 UTC

7.2. Eligibility and Name Selection

During this Landrush phase, any interested party may submit one or more applications for any domain name that

- (i) meets the general eligibility criteria set out in the .alsace general Registration Policy, and that
- (ii) has not been reserved, registered or awarded by the Registry Operator in the context of any other Launch categories.
- (iii) Domain names of Alsatian towns and municipality communities as described in 6.2.b are prohibited for priority 4 applicants.

7.3. Validation and Landrush contention resolution

Domain Names in the TLD with only a single eligible applicant will be allocated to such applicant, after Sunrise TMCH and LRP names have been allocated.

For domain names where there is more than one application, the contention will be solved through auctions. It will determine who will be allocated the Domain Name in question. Date of allocation of domains under auctions process may be delayed after April 7th.

No other contention resolution criteria will apply.

7.4. Priority

Applications eligible under this category have the lowest priority of this 61 calendar days launch program. They will be allocated with priority over domain names asked or registered during General Availability.

8. Allocation and activation

The eligible domain names of this launch program will be allocated at the end of the period according to the hierarchy of priority status previously indicated.

Each category will be completely allocated before any name on the next category is allocated. See dates of allocation in 3.4.

If two or more applicants of the LRP categories apply for the same .alsace domain name, the domain name will be allocated on a “first come, first served” basis.

If two or more applicants of the sunrise TMCH and the landrush categories apply for the same domain name, the contention will be solved through auctions.

9. Premium domain names

Registry Operator, at its sole discretion, reserves the right to reserve certain domain names that will be made available for registration, during the Launch Program and General Availability. Such domain names may be subject to a premium registration fee that is independent to any fee.

Additionally, Registry Operator, at its sole discretion, reserve certain domain names that expire during General Availability, to be made available for registration with a premium fee.

The premium domain names will be treated as follows during this launch plan and GA :

9.1. Sunrise and LRP

An applicant who request a premium domain name with a priority right (i) Priority 1 : Sunrise TMCH, (ii) Priority 2 : LRP other trademarks, (iii) Priority 3 : LRP Companies, Associations, public and para-public administrations, will have to pay the premium fee corresponding.

9.2. Landrush

a. Single eligible applicant

The applicant will have to pay the additional registration fee.

b. Contention: auctions

Auctions will start at the premium price

9.3. General Availability

Premium domain names will be allocated as the others after payment of the additional fee.

10. Alsatian Towns and municipality communities

Legal representatives of towns and municipality communities may register their domain names by providing proof during Priority 3 of Limited Registration Period (**so with a lower priority to sunrise TMCH**).

Domain names will be allocated to them (as others of this Priority 3) on April 7th, at 9:00 UTC, after the allocation of Sunrise TMCH domains.

After allocation of all domain names applied during this launch program: April 7, 2015, the date of the General Availability, domains of towns and municipality will be blocked for a

period of 18 months: use name and/or administrative name of the town, and, cc-name.alsace, comcom-name.alsace, official name and use name for the Community of Municipalities

After this period of 18 months, they will fall into the public domain.

Note: during this launch program, if an applicant with a Priority 1 (sunrise TMCH), that meet all requirements and with a valid SMD file, applies for such a domain (towns, villages and municipality communities), the domain name will be allocated to the TMCH applicant. Such domain names (as described in 6.2.b) are prohibited for priority 4 (Landrush) applicants.

11. Compliance with Eligibility and Name Selection requirements

The Registry Operator may reject, revoke or delete at any time any application or resulting registration of a domain name if it appears that the applicant did not fulfill any of the eligibility and/or name selection requirements required for each of the above categories, without the applicant or registrant being entitled to any reimbursement or compensation as a result of such rejection, revocation or deletion.

During the launch program, Registrants are not allowed to use Whois Privacy and/or Proxy Services.

12. Trademark Claims Services

Duration:

Claims services start: First day of the launch program : 2015, January 19th (13:00 UTC)
End: at least 90 days from the start of General Availability (2015, April 7th 13:00 UTC)

The .alsace Registry have to support the Trademark Claims Services.

During this Claims Services period, an applicant who register a domain name identical with a mark registered and validated in the Trademark Clearinghouse will receive an automatic notification via the registrar.

Registration of the domain name involved can only be completed if the registrant explicitly confirms receipt of the notification that the requested domain name does not infringe any mark rights.

The registrant is further notified that the holder of the mark right involved has been informed of the registration.

The Claims period will be effective during launch phase and ninety (90) days after the General Availability.

The .alsace Registry reserves the right to extend the duration of this period.

13. General Availability (GA)

General Availability will start : 2015, April 7th (13:00 UTC)

This phase describes the general availability of the Domain Names not already allocated during the preceding launch phases.

From this point any interested party may register Domain Names in accordance with the Registry Registration policy on a “first come, first served” basis, provided that domain names are :

- Available for registration, and
- Not reserved, blocked, and
- Not subject to a pending auction or sunrise challenge.