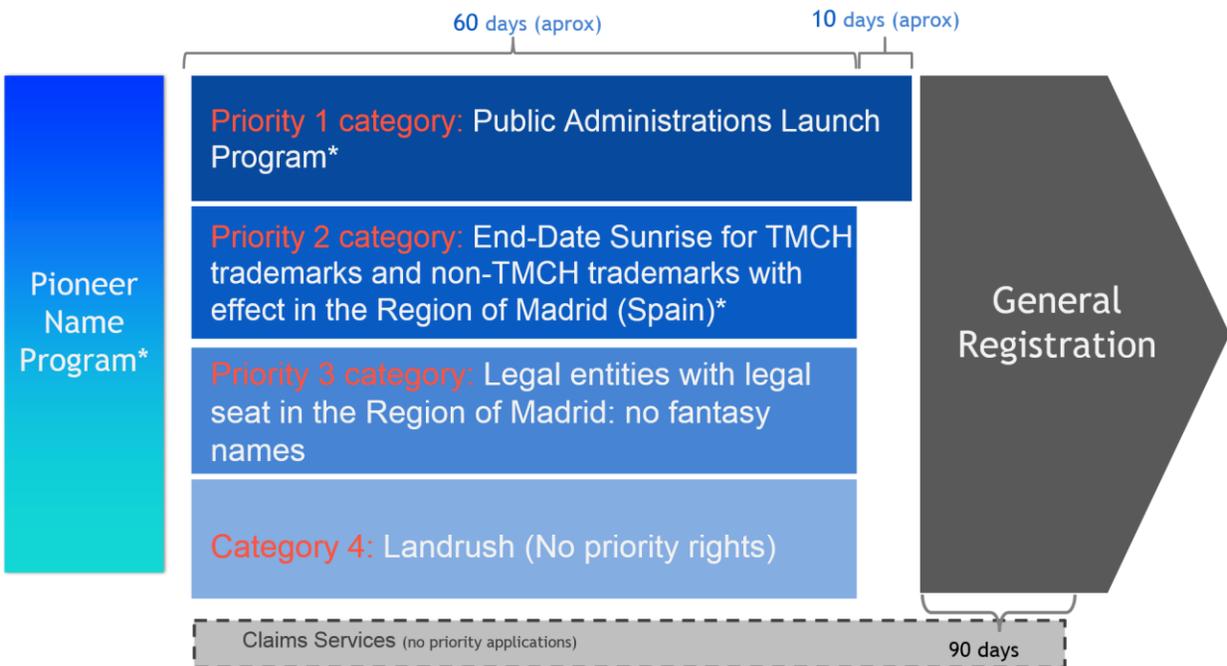


# .madrid Launch Plan Overview

## Overview

### Launch Phase: One single period for 4 categories

Applications for the 4 Categories will be submitted simultaneously. Registrations will be allocated at the end of this single period according to their priority status.



\* Pending ICANN Approval

## Introduction: Nexus with the Region of Madrid

All registrations in the .madrid TLD, regardless of their moment of registration, are restricted to bona-fide members of the community of the Region of Madrid (Comunidad de Madrid). This community is composed of those public administrations, organizations, legal entities and individuals linked to the Region of Madrid, or by any other kind of direct or indirect presence that is generally accepted as legitimate for, and conducive to the welfare of, the Region of Madrid.

Registrant's use of the registered domain name must be:

- (i) generally accepted as legitimate; and
- (ii) beneficial to the welfare, cause and the values of the Region of Madrid; and

- (iii) commensurate with the role and importance of the registered domain name; and
- (iv) based on good faith at the time of registration and thereafter.

## Pre-launch Phase: Pioneer Name Program

During the pre-launch phase, the Comunidad de Madrid (“**Registry Operator**”) intends to conduct a Pioneer Program (subject to ICANN’s approval) for the purpose of promoting the .madrid TLD. Registry Operator intends to select and allow registration of a maximum of ninety-five (95) domain names under this program (“**Pioneer Names**”). Such Pioneer Names will be selected by the Registry Operator from among the eligible expressions of interests received, based on a criteria of visibility, notoriety and commitment to the promotion of the .madrid TLD.

## Launch Phase

The Launch Phase for .madrid will start on [ ]<sup>1</sup> and will end on [ ]<sup>2</sup>. During this single sixty calendar day period, [followed by a 7 day cooling off period]<sup>3</sup> before the start of the General Availability period, four types or “categories” of applications will be accepted: three categories for registrants with prior rights, and an additional one for applications without prior rights (Landrush). Applications for all these 4 categories will be **accepted simultaneously** and will be allocated at the end of this single window Launch Phase according to the hierarchy of priority status of each category, while always requiring community nexus.

Thus, each category will be completely allocated (i.e. accepted, rejected or sent to contention resolution) before any name on the next category is allocated. Each claim of priority will be individually and thoroughly validated by the Registry Operator. Self-declaration will not be sufficient.

The categories are the following, according to priority status (from top-priority to lesser priority):

- **Priority 1 Category: Region of Madrid Public Administrations Launch Program (pending ICANN’s approval):**

This Launch Program is intended to allow public administrations with competences over and/or legal seat in the Region of Madrid (Comunidad de Madrid) to register their own names, names of public services, geographical names and names of local landmarks under their control, according to local law.

---

<sup>1</sup> Date to be determined depending on the delegation date.

<sup>2</sup> Date to be determined depending on the delegation date. Launch period will last no less than 60 days.

<sup>3</sup> Approximately. Exact cooling off period will be determined depending on delegation date.

- **Priority 2 Category: TMCH and local trademarks Sunrise Launch Program (pending ICANN approval):**

End-date Sunrise for (i) TMCH-validated trademarks, (ii) non TMCH-validated trademarks with effect in the Region of Madrid (i.e. Spanish trademarks, EU Community trademarks, and WIPO International trademarks with effect in Spain) and (iii) Spanish geographical indications recognized by International treaties, EU regulations (Reg. (EC) No 510/2006, and subsequent and related Regulations), and Spanish legislation derived from them.

- **Priority 3 Category: Limited Registration Period for Entities with legal seat in the Region of Madrid:**

Limited registration period intended to allow legal entities with their legal seat in Region of Madrid to register (i) their official names (including clear variations and/or abbreviations thereof); and (ii) the same domain names registered by them in other TLDs and effectively used.

- **Landrush:**

For registrants without priority rights.

## Claims Services

Claims Services will be provided from day 1 of the Launch Phase (day 1 of the 4 simultaneous Launch Categories) until at least 90 days from the start of General Registration.