

## Authorization for .MADRID's Approved Launch Program

Section 4.5.2 of the Trademark Clearinghouse Rights Protection Mechanism Requirements ([TMCH Requirements](#)) provides that a Registry Operator may, prior to the start of its Sunrise Period, submit an application to conduct an Approved Launch Program for its TLD in accordance with the [Approved Launch Program Application Process](#).

On 22 September 2014, the Comunidad de Madrid submitted a [Launch Application](#) for its Public Administrations Program for the .MADRID gTLD (2014 Launch Application). Upon receipt of the Launch Application, ICANN org reviewed and analyzed the application pursuant to the Approved Launch Program Application Review Guidelines ([Guidelines](#)). The Guidelines set forth ten factors ICANN org takes into consideration during its analysis and review of a Launch Application.

Under Section 4.5.2 of the TMCH Requirements, ICANN org reserves the right to submit any Launch Application for public comment. On 11 November 2014, the Comunidad de Madrid's 2014 Launch Application was posted for [public comment](#). The public comment period closed on 24 December 2014 and the [Report of the Public Comments](#) (Report) was published on 16 June 2015. Following the publication of the Report, the Comunidad de Madrid submitted a revised Launch Application on 14 May 2015 (2015 Launch Application) addressing the concerns expressed in the comments submitted.

The Approved Launch Program Application Process states that ICANN org may impose qualifications on the Approved Launch Program in its approval of a Launch Application. On 5 June 2015 ICANN org issued a memo approving Comunidad de Madrid's 2015 Launch Application subject to the incorporation of a set of six qualifications (Qualifications). The Qualifications are as follows:

1. The number of domain names eligible for registration or Allocation under the Public Administrations Program may not exceed 3,000 domain names (the "[Cap](#)"), which is the good faith reasonable best estimate of the Comunidad de Madrid of the volume of domain name registrations under the Public Administrations Program based on existing registrations in other TLDs by registrants eligible to participate in the Public Administrations Program.
2. The registration period for the Public Administrations Program will last no more than 60 days. Following the conclusion of the Public Administrations Program, the Comunidad de Madrid will not Allocate or register any domain names prior to the commencement of .MADRID's Sunrise Period.
3. Within 15 days following the conclusion of the Public Administrations Program, the Comunidad de Madrid will provide ICANN org with a report (the "[Program Report](#)") containing, at minimum, the following information:
  - a. A list of all domain names Allocated or registered during the Public Administrations Program;

- b. Whether there were (and if so, how many) attempted Allocations or registrations in the Public Administrations Program that exceeded the Cap;
  - c. Statistics for declined or rejected registrations in the Public Administrations Program as well as explanations for such rejections (the identities of the declined or rejected registrants and the applied for domain names need not be provided);
  - d. A list of all matches between domain names Allocated or registered during the Public Administrations Program and trademarks recorded in the Trademark Clearinghouse;
  - e. To the extent reasonably practicable, a list of matches between domain names Allocated or registered during the Public Administrations Program and trademarks registered with the Oficina Española de Patentes y Marcas; and
  - f. A general evaluation of the main issues faced in the Public Administrations Program from the perspective of the Comunidad de Madrid.
4. The Comunidad de Madrid authorizes ICANN org to post on its website and otherwise publicly disclose and discuss the Program Report.
5. The Comunidad de Madrid will not conduct its Sunrise Period until at least 30 days after it has delivered the Program Report.
6. If the Comunidad de Madrid discloses in the Program Report that (a) there were attempted Allocations or registrations in the Public Administrations Program that exceeded the Cap and (b) it would like to Allocate or register such excess domain names, ICANN org will consider such request in light of any feedback that ICANN org receives from the community in response to the Program Report and may, in its sole discretion, allow the Comunidad de Madrid to process additional Allocations or registrations, with such number to be set by ICANN org. Any such expansion of the Public Administrations Program would be subject to the qualifications set forth above.

On 15 January 2019, the Comunidad de Madrid submitted a revised 2015 Launch Application incorporating these Qualifications. ICANN org notes although the application was resubmitted after a four-year hiatus, the substance of the application remains the same and no additional facts has been presented to suggest it should be treated differently. Therefore, ICANN org hereby approves the Comunidad de Madrid's 2019 Launch Application for its "Public Administrations Program" for the .MADRID gTLD for the following reasons: (i) the Comunidad de Madrid is a government entity, (ii) the purpose articulated by the Comunidad de Madrid in its gTLD application for the .MADRID TLD is to serve the Madrid community, (iii) the Comunidad de Madrid revised its Public Administrations Program in response to public comments, (iv) it is understandable that the Comunidad de Madrid would want to allow other public authorities associated with Madrid to be given an opportunity to register names prior to its Sunrise Period in order to build local support and ensure that those public authorities obtain domains that the public

would expect to be associated with such public authorities so as to help avoid consumer confusion, and (v) one of the purposes of the New gTLD Program is to encourage innovation.

This approval of the Public Administrations Program for .MADRID relates only to the ability to offer domain name registrations pursuant to Section 4.5.2 of the TMCH Requirements. All other provisions of the Registry Agreement and TMCH Requirements will continue to apply. ICANN org may use the Program Report and feedback from the community on the Public Administrations Program in evaluating future Launch Applications.

Approved on 26 February 2019.

INTERNET CORPORATION FOR  
ASSIGNED NAMES AND NUMBERS

By: Cyrus Namazi  
Title: Sr. Vice President Global Domains Division