Internet Corporation for Assigned Names and Numbers

Trademark Clearinghouse Sunrise and Claims Launch Process

Process for the review, approval and publishing of Startup information and scheduling Launch periods.

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1   Purpose

The purpose of this document is to detail the process ICANN will use to receive, review, and publish TLD Startup Information (as described in the Trademark Clearinghouse Rights Protection Mechanism Requirements document for which the most recent version can be found here: https://www.icann.org/resources/pages/tmch-requirements-2014-01-09-en), including scheduling of Sunrise, Limited Registration (if applicable) and Claims periods. This document also details the steps required to request a Qualified Launch Program (QLP).

2   Process

2.1   Submitting TLD Startup Information via the GDD Portal

1. ICANN has developed a customer portal (the GDD Portal) that allows a the Primary Point of Contact for a Registry to input all requested TLD startup information, dates associated with Sunrise, Limited Registration (if applicable), Claims Periods, and QLP periods (if applicable.)

2. **After** delegation of the TLD, login to the GDD Portal at https://gddportal.icann.org. If you have forgotten your password, use the Forgot Password link. If you do not have credentials, contact ICANN at customerservice@icann.org.

3. After login, choose the TLD for which you would like to request TLD Startup dates.

4. Choose the work item *Registry TLD Startup Information*.

5. For the typical launch process:
    a. Enter the dates and required information.
    b. Upload the supporting Sunrise documents (e.g. policy documents, and Sunrise Dispute Resolution Procedure documents), a PDF of your TMDB certification email or exemption, and any other optional information you wish to provide.
   Note: Sunrise, Limited Registration and Claims periods may only begin on Monday through Thursday.

6. If requesting Limited Registration Period(s) (LRP) and/or a Qualified Launch Program (QLP):
    a. If you have not previously submitted launch dates, take the following steps:
        i. Enter the dates and required information for the Sunrise and Claims periods.
        ii. Enter each of the LRP(s) and QLP dates by clicking on the *Add More Periods* button. Enter an optional name and select "Limited Registration Period" and/or "Qualified Launch Program", as applicable, from the drop-down menu for Type. Enter the requested dates for the LRP and/or QLP period. The LRP and/or QLP period(s) must be completed prior to start of your Claims period and can overlap with each other and with Sunrise. LRP and QLP periods may only begin Monday through Thursday.
        iii. Upload the supporting Sunrise documents (e.g. policy documents and Sunrise Dispute Resolution Procedure documents), a PDF of your TMDB certification

email or exemption, and any other optional information you wish to provide such as the preliminary list of QLP labels.

iv.   Once date selection is complete, click Submit. If there are any issues with the dates, the system will display error messages and prompt you to update the information. Otherwise, the information is sent to ICANN for approval.

v.   When all of the QLP labels are allocated or Sunrise ends, open a case in the GDD Portal to submit the QLP Names List as described in the Qualified Launch Program Addendum which can be found here: https://www.icann.org/resources/pages/tmch-requirements-2014-01-09-en.

b.   If you have previously submitted launch dates and now want to use the QLP, use the Cases work item in the GDD portal to request a change in the TLD Startup Information. Please use "Requesting use of QLP" in your Subject line and be sure to include the dates you are requesting in the body of the case message. You have the ability to attach a preliminary list of QLP labels to the case. When all of the QLP labels are allocated or Sunrise ends, open a case in the GDD Portal to submit the QLP Names List as described in the Qualified Launch Program Addendum which can be found here: https://www.icann.org/resources/pages/tmch-requirements-2014-01-09-en.

2.2   TLD Startup Information Review

1.   Within 5 business days, ICANN will review the requested dates for compliance with the TMCH Requirements document. The submitted documents will be reviewed, including receipt of the TMDB testing certification email from IBM. After the review is completed, ICANN will communicate confirmed dates to IBM and the Registry Operator. Please be sure to request dates that allow time for ICANN's 5 business days review.

2.3   Scheduling and Communicating the Launch Date Periods

1.   ICANN will schedule all Sunrise, Claims, LRP and QLP dates with IBM based on the confirmed dates and communicate those dates via email to the Registry Operator. ICANN Registry Services, IBM and Deloitte Trademark Clearinghouse teams will receive copies of the communication.

2.4   Granting Access to Production

1.   ICANN will update the Trademark Database (TMDB) token file with all approved dates. Please allow up to 4 hours for the information to be received and processed by IBM's system. Once the all approved dates have been imported into the TMDB token file, the Registry Operator will have access to the TMDB Production platform on the date that the Sunrise, LRP or QLP periods begin.

2.5   Publishing the TLD Startup Information

1.   ICANN will publish all TLD Startup Information, including the dates for all applicable periods, here: http://newgtlds.icann.org/en/program-status/sunrise-claims-periods.   A link to this

information will also be posted on the same page where the TLD's Registry Agreement is posted.

2. Deloitte will also publish Sunrise and Claims dates for the Registry Operator on its website at http://trademark-clearinghouse.com/.

3   Review

This document will be reviewed at least annually for accuracy and relevance.