



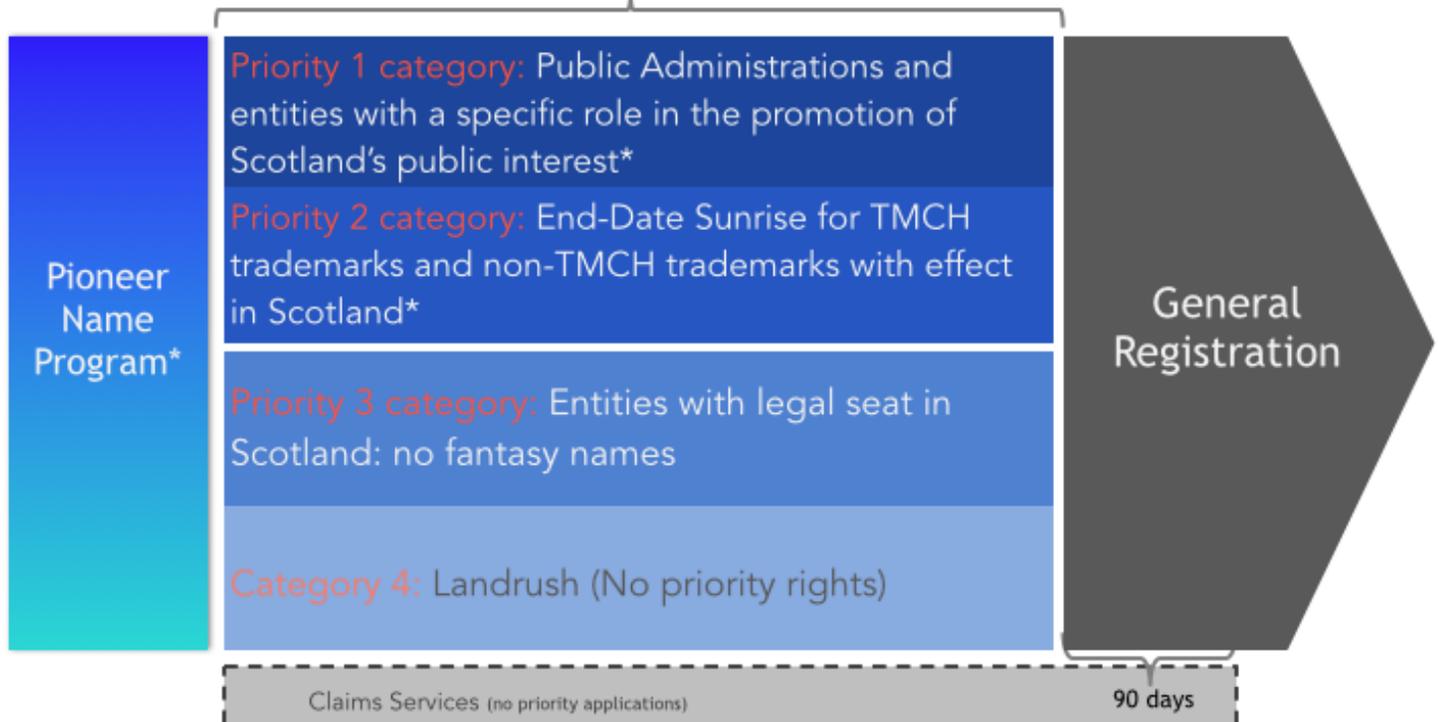
.scot Launch Plan Overview

Overview

Launch Phase: One single 64-day period for 4 categories

Applications for the 4 Categories will be submitted simultaneously. Registrations will be allocated at the end of this 64-day Launch Phase according to their priority status.

64 days



* Pending ICANN Approval



Introduction: Nexus with the worldwide Scottish community

All registrations in the .scot TLD, regardless of their moment of registration, are restricted to bona-fide members of the Scottish community. This community is composed of those individuals and organizations linked to the community on a cultural or business basis, or by any other activity conducive to the welfare of the Scottish community. The TLD string “.scot” matches the name of the community in English and in all other internationally used languages.

In particular, registrant’s use of the registered domain name must be:

- (i) generally accepted as legitimate; and
- (ii) beneficial to the cause and the values of the worldwide Scottish community; and
- (iii) commensurate with the role and importance of the registered domain name; and
- (iv) in good faith at the time of registration and thereafter.

Pre-launch Phase: Pioneer Name Program

During the pre-launch phase, Registry Operator intends to conduct a Pioneer Program (subject to ICANN’s approval) for the purpose of promoting the .scot TLD. Registry Operator intends to select and allow registration of a maximum of ninety [90] 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 .scot TLD.

Launch Phase

The Launch Phase for .scot will start on July 15th 2014 and will end on September 16th 2014. During this single 64 calendar day period, followed by a 7 day cooling off period before the start of the GA 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 64-day Launch Phase window according to the hierarchy of priority status of each category, while always requiring community nexus.

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: Entities with a specific role in the promotion of the worldwide Scottish community public interest, including Public Authorities (pending ICANN approval):** This Launch Program is intended to allow legal entities which have a specific vocation in promoting the public interest of the worldwide Scottish community,, including Public Administrations with competences in Scotland, to register: (i) their own **names** (including clear variations and/or abbreviations thereof), (ii) their **online services**, (iii) the same **domain names** registered by them in other TLDs and effectively used, and (iv) their **registered trademarks**.
- **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 Scotland** (i.e. UK trademarks, EU Community trademarks, and WIPO International trademarks with effect in



UK) and (iii) geographical indications recognized by International or UK legislation.

- **Priority 3 Category: Limited Registration Period for Entites with legal seat in Scotland:** Limited registration period intended to allow legal entities with their legal seat in Scotland 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 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, that is, from July 15th 2014 to December 22nd 2014.