



.scot Pioneer Program Call for Proposals

Do you want to be one of our 90 Pioneers?

IMPORTANT NOTICE: Please note that the .scot Pioneer Program is still pending ICANN's approval; this means no names will be allocated until such approval. Without prejudice to this, the Call for Proposals for Pioneer Names is now open and proposals can already be submitted by email to pioneers@dotscot.net for evaluation.

Purpose of the .scot Pioneer Program

General Registration for .scot domain names is expected to begin on 23rd September 2014. Pending ICANN's approval, the Pioneer Program offers potential .scot domain name holders the possibility to register and start using .scot domain names approximately 70 days prior to the General Registration period. Such early registered domain names are called **Pioneer Names**.

The active and positive use of .scot Pioneer Names will provide their holders with a unique opportunity to be amongst the very first to showcase their products or services to the worldwide Scottish community and to the world, while driving public interest and increasing awareness of the .scot domain. DotScot will select and allow registration of a maximum of 90 .scot Pioneer Names from all the eligible applications received.

Call For Proposals for .scot Pioneer Names

The publication of this document on the DotScot website initiates a Call For Proposals for .scot Pioneer Names open to any party which meets the eligibility requirements set out below. The Call For Proposals period will end on 31st June 2014 (provisional date).

How to Submit Proposals for .scot Pioneer Names

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1. On what criteria will .scot Pioneer Name Proposals be selected?

DotScot will select and allow registration of a maximum of 90 .scot Pioneer Names from amongst the **eligible applications**, based on criteria of visibility, notoriety, diversity and commitment to promotion of the interests of the worldwide Scottish community, as represented by the .scot TLD.

2. Who is eligible to participate in the .scot Pioneer Program?

Any party, individual or legal entity, which complies with the eligibility requirements set out below and demonstrates dynamism and interest associated with a commitment with the worldwide Scottish community, may participate.

3. What are the Eligibility Requirements for .scot Pioneer Names?

The Pioneer Name applied for must comply with the General Eligibility and Specific Eligibility Requirements for all .scot domain names. Its use by the applicant must be generally accepted as legitimate, as well as commensurate with the role and importance of the registered domain name, as defined below.

3.1 General Eligibility Requirements

- a) Registrations are restricted to bona-fide members of the worldwide Scottish community. This community consists of those individuals and organisations linked to Scotland on a linguistic, cultural, business or tourism basis, or to any other activity conducive to the welfare of the worldwide Scottish community.
- b) In addition, the 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.
- c) Moreover, at the time of announcing the selection, the Pioneer Name applied for must not be registered at the Trademark Clearinghouse in favour of a third party (i.e. a party other than the Pioneer Name applicant), unless it is also registered at the Trademark Clearinghouse in favour of the applicant, except that the name falls under the provisions set forth in Section 2 of the Qualified Launch Program Addendum.
- d) The name selected must not be within the list of names blocked by the ICANN New gTLD Collision Occurrence Management plan that may be found here:

<https://www.icann.org/sites/default/files/tlds/scot/scot-apd-list-12nov13-en.csv>

nor within any other list of reserved names, according to the ICANN rules or to the dotScot Registry provisions.

3.2 Specific Eligibility Requirements

In addition to the above General Eligibility Requirements, the name applied for as a Pioneer Name must be identical to the following:

- a) For entities with the specific remit to promote the interest and welfare of the worldwide Scottish community:
 - i. Their own name, including clear variations and/or abbreviations thereof; or



- ii. The name of a public service or public interest for which the applicant Public Authority has specific responsibilities, including at least the following services:
 - public order and public security
 - public affairs and institutional relations
 - public health
 - taxation, economic development and promotion
 - public utilities
 - transportation
 - urban planning and environmental protection
 - culture and education
 - citizen participation
 - tourism; or
 - iii. A Geographical name for any subdivision of Scotland, local landmarks, and other locally-relevant and iconic names in the area, including clear variations and abbreviations thereof, provided that the applicant is a Public Authority exercising control over that place or local landmark under local law.
- b) For registered rights holders:
- i. A TMCH-validated trademark; or
 - ii. A non TMCH-validated trademark with effect in Scotland (i.e. UK trademark, EU Trademark, or WIPO International trademark with effect in the UK); or
 - iii. A geographical indication (PGI) of Scotland or protected designation of origin (PDI) and which is recognised by International or UK legislation.
- c) For entities and individuals which have a specific role in the promotion of Scotland's public interest and are well-known within the Scottish community:
- i. Their own name or well-known artistic name (including clear variations and/or abbreviations thereof); and/or
 - ii. The online service/s they provide.
- d) For legal entities with legal seat in Scotland:
- i. Their registered company names and trade names (including clear variations and/or abbreviations thereof); or
 - ii. The same domain names registered by them in other TLDs and effectively used.

In addition, the applicant must be able to demonstrate technical ability to announce the working website no later than one (1) month after the signature of the Pioneer Agreement, and to comply with the other requirements of use of .scot Pioneer Names.

3.3 Further Requirement: Respect of IP Rights



Any name meeting the eligibility criteria above and which at the time of its selection is not registered at the Trademark Clearinghouse in favour of a third party (i.e. a party other than the Pioneer Name applicant) is eligible as a Pioneer Name. This rule may be subject to two exceptions:

- i. In case that the applicant for the Pioneer Name also has registered an exact-match trademark in the Trademark Clearinghouse and provides the corresponding SMD.
- ii. In case of Pioneer Names applied for by a Public Authority in the relevant area for its own name, or the name of a public service (security; public health; education; transportation, etc.) or geographical names.

The provisions set forth by ICANN in the Qualified Launch Program Addendum, as well as any development of the Addendum that may impact the names of any Pioneer, will be taken into account by DotScot to consider the convenience of the allocation.

4. How must .scot Pioneer Names be used?

Pioneer Names selected are expected to contribute to the promotion, development and adoption of the .scot TLD. To this end, until the General Registration period begins, Pioneer Name holders will be required to:

- i. Set-up and maintain an active website for each Pioneer Name registered.
- ii. Actively use such website to promote the services and/or products associated with the Pioneer Name. The website using the Pioneer Name must not redirect to other web pages unless a specific exception is approved by DotScot Registry.
- iii. Retain the domain name and not transfer it to a party alien to the Pioneer contract, unless it is an affiliate of the Pioneer Name holder.

5. What is the required Economic Contribution to have a Pioneer Name?

Pioneer Name holders must contribute to the development of the .scot TLD by either:

5.1 Financial Contribution

The Pioneer Fee has been established at 10,000 GBP; discounted to 1,000 GBP for Small and Medium Enterprises; and to 200 GBP for not-for-profit companies and Registered Charities.



5.2 In-kind Contribution

Parties interested in this form of contribution must specify their interest in making an in-kind contribution in their proposals. Moreover, they must also describe with sufficient detail in what ways the amount will be invested and how they expect such investment to benefit the visibility or public awareness of the .scot TLD, whichever applies. DotScot will decide, at its sole discretion and on a case-by case basis, whether a proposed in-kind contribution is accepted or not. If it is not accepted, the applicant will still be given the opportunity to register the .scot Pioneer Name applied for with pre-payment of the applicable Pioneer Fee.

6. How will selected .scot Pioneer Names be Registered?

Once a .scot Pioneer Name has been selected by DotScot, final registration of that Pioneer Name will be subject to:

- i. ICANN's approval of this Pioneer Program, developed in accordance with the RPM and QLP Addendum provisions, in a time adequate to fulfill any of the Programs' purposes. [If ICANN does not approve the Program in due time for it to fulfill its purpose, DotScot will notify the applicants and the Program will end without any applicants being selected.]; and
- ii. Prior payment of the Pioneer Fee or formal commitment approved by DotScot to make an In-kind Contribution in the promotion of .scot, or a combination of the above; and
- iii. Acceptance of the terms and conditions of the Pioneer Contract; and
- iv. Registration of the Pioneer Name through a DotScot accredited Registrar.

The terms and conditions applicable to the registration of these domain names are the general registration terms and conditions for all .scot domain names. These terms and conditions will be communicated to the selected applicants in due time.

7. Send Us Your .scot Pioneer Name Proposal Now

DotScot invites any potential .scot Pioneers to submit their proposals for .scot Pioneer Names now. Proposals must be sent by email to pioneers@dotscot.net and must include the following information:

- a. Name of the applicant. If the applicant is a Public Authority of Scotland, this must be clearly specified.
- b. Pioneer Name(s) proposed. This section must specify whether the proposed Pioneer Name is identical to, a variation of, or an abbreviation of, the:
 - i. Applicant's **registered trademark** with Jurisdiction and Registration number.
 - ii. Name of the **Public Authority** which is applying for the Pioneer Name.



- iii. **Service rendered** by the **Public Authority** which is applying for the Pioneer Name.
 - iv. Geographic Names of Scotland
 - v. Name of the **entity** or **individual** which is applying for the Pioneer Name.
 - vi. Any other name which the applicant has the right to use according to local law (e.g. PGI's or PDI's)
- c. Brief description of the content, products, and/or services which the applicant is ready to offer on the website using the selected Pioneer Name and how the commitment to the worldwide Scottish community would be fulfilled, should it be selected by DotScot. This must include the expected date at which the content or services will go live;
 - d. Only where the applicant is interested in offering an in-kind contribution, the proposal must include a statement of the value and benefit of the proposed in-kind contribution.

In the case that the application does not contain all the required information, DotScot may request additional information. If the required information remains incomplete thereafter, DotScot may reject the application.