

Sunrise & Landrush Policy

The Dot London Domains Limited Sunrise & Landrush Policy is to be read together with the Registration Agreement and words and phrases used in this Sunrise & Landrush Policy shall have the same meaning attributed to them in the Registration Agreement unless otherwise specified or the context clearly otherwise requires.

Please note that the Registry may modify this Sunrise & Landrush Policy from time to time in order to comply with applicable laws and terms and conditions set forth by ICANN and/or the Registry. Any revisions or modifications to this Sunrise & Landrush Policy shall be effective immediately upon the posting of such revisions or modifications on the Registry's website and such amendments shall be binding upon the Domain Name Registrant.

Sunrise Overview

Sunrise is a limited-time opportunity for trademark holders who have entered their marks into the Trademark Clearinghouse database (TMCH) and who wish to register Domain Names in the .LONDON Top Level Domain ("TLD").

Sunrise will run for approximately ninety (90) days, simultaneous with the Registry's Landrush Period. However, all registrations during the Sunrise will take precedence to Landrush Period registrations. SMD Files submitted with Sunrise Applications are verified by the Registry against the TMCH. Sunrise Applications missing a valid SMD File or containing an invalid SMD File will be rejected by the Registry.

At the end of the Sunrise period, applied-for Domain Names with a single eligible applicant will automatically be allocated to such applicant. Domain Names with more than one eligible applicant will proceed to an auction between the competing applicants.

Landrush Period Overview

This phase is designed to give priority to London based businesses, organisations and individuals. The Landrush Period is open to all but there are certain requirements for participation and prioritisation of applications as laid out below.

The Landrush Period will run for approximately ninety (90) days, simultaneous with the Registry's Sunrise Period. During this period, anyone may apply for Domain Names in the TLD as an expression of interest. Domain Names in the TLD with only a single eligible applicant will be allocated to such applicant, after Sunrise names have been allocated.

Where there is more than one application for a name, domains will be allocated according to the following Priority Ranking:

1. Applications from entities or individuals with a physical address in London for names to which they demonstrate a prior right [e.g. business name, individual name]
2. Applications from entities or individuals with a physical address in London but no demonstrable prior right to name
3. Applications from entities or individuals with no physical address in London

The Registry will contract with a third party, a Validation Agent, to undertake validation for applications for names where there is more than one application to determine which Priority Ranking applies. Auctions will be used to determine who among eligible applicants within the same top priority ranking will be allocated the domain name in question.

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Scope and Eligibility

Applications may be submitted in the form provided by registrars for any available domain name that has not been reserved, restricted, blocked, registered, awarded, or otherwise allocated prior to commencement of the Sunrise/Landrush Period. As part of the Sunrise or Landrush application, the Registry may request certain information about the applicant, including without limitation, name and contact information.

In order to be eligible to register Domain Names within the TLD during Sunrise or Landrush, the domain name must be identified, a complete application must be submitted, the SMD file submitted for Sunrise applications and the Sunrise/Landrush application fee paid within the specified timeframe.

Allocation

At the end of the Sunrise/Landrush Period, the Registry will allocate domain names as follows:

1. Sunrise-eligible Domain Names for which there is only one eligible applicant.
2. Sunrise-eligible Domain Names for which there are multiple eligible applicants will proceed to auction.
3. Landrush-eligible Domain Names that do not fall into the prior categories and for which there is only one eligible applicant.
4. Landrush-eligible Domain Names for which there are multiple eligible applicants will proceed to auction.

For auction-eligible Sunrise or Landrush Period Domain Names, applicants will be notified of the existence of other eligible applicants by the third-party auction provider, who will conduct an auction to determine which applicant will be permitted to register the contested Domain Names. Domain Names awarded to eligible single applicants will be permitted to resolve following conclusion of the Sunrise/Landrush Period. Domain Names awarded to the prevailing party in a Sunrise or Landrush Auction will be permitted to resolve pursuant to the auction rules.

Auctions

If multiple applicants apply to register an identical Domain Name during Sunrise or Landrush Period, conflicting applications may be settled by an auction conducted by the Registry-contracted third party auction provider. Sunrise applications will be superior to Landrush Period applications. Applicants are not obliged to participate in an auction; instead, they may choose to withdraw the application. The outcome of any auction shall be deemed final and binding upon the parties.

Qualified Launch Programme (QLP)

Subject to ICANN's approval of the QLP Addendum posted for public comment in March 2014 (or approval of a revised QLP Addendum), up to 100 names will be allocated by the Registry under this QLP before the end of the Sunrise period. The allocation of these names will comply with the RPMs and the terms of this QLP and no specific exception will be requested for approval. Should ICANN not approve a QLP following the consultation period, no names will be allocated to third parties prior to the end of Sunrise.