



Make the world your domain

Launch Policies

Launch plan

.Eco will launch in accordance with the following schedule:

.Eco Launch Schedule

Phase	Duration	Start Date	End Date
Sunrise	60 days	2017-02-01 16:00 UTC	2017-04-02 16:00 UTC
Closed Period	14 days	2017-04-02 16:00 UTC	2017-04-18 16:00 UTC
General Availability	Ongoing	2017-04-18 16:00 UTC	Ongoing

Sunrise policy

Scope and Timing

The Registry will offer a 60-day end date Sunrise Period. During the Sunrise Period, only holders of SMD files generated by the Trademark Clearinghouse (TMCH) or their agents are allowed to apply for .eco domain names (“Sunrise Applications”). Successful .eco domain name registrations will be allocated on “Server Hold” status to the applicants after the Sunrise Period ends.

Application Process Overview

The following process applies to Sunrise Applications:

1. SMD files submitted with Sunrise Applications are validated by the Registry.
2. Sunrise Applications missing a valid SMD file or containing an invalid SMD file will be rejected by the Registry.
3. Following the close of the Sunrise Period, .eco domain names for which a valid Sunrise Application has been received will be allocated to the applicants, provided that they:
 - a. meet the Sunrise Registration eligibility criteria described herein; and
 - b. were submitted in accordance with .eco Policies, ICANN requirements, and the Registry-Registrar Agreement.
4. If more than one successful Sunrise Applications are received for the same domain name, the Sunrise Applications will be submitted to the Sunrise Contention Auction provider.
5. The Registry will allocate the domain name to the applicant that has found to be successful further to the results of the Sunrise Contention Auction.

General availability

Upon the commencement of General Availability, available names will be allocated on a “Server Hold” status on first-come first-served basis subject to .eco Policies and ICANN requirements. A Closed Period of fourteen (14) days will precede General Availability following the end of the Sunrise Period.

IP claims notification

The Registry will send IP Claims Notifications in accordance with the ICANN and TMCH policies during the Sunrise Period and for the first ninety (90) days of General Availability. During this timeframe, each Registrar is required to provide notice to all applicants for a .eco domain name, that matches a trademark record verified by the TMCH. In the event an applicant proceeds to registration, a notification is sent to the holder of the TMCH record. Such applicant may further be deemed on notice of the intellectual property claims corresponding to the TMCH record.