



Launch Plan



February 6, 2010

3rd-level Transition

March 1-31, 2010

Grandfathering

April 1-16, 2010

Sunrise A

April 26 - June 10, 2010

Sunrise B

June 21 - July 13, 2010

Landrush

July 20, 2010

General Availability

Business Process

- Registrations done through registrars
- Register 3rd-level (e.g. mycompany.com.co)
- New policies (transfers, open globally, etc.)
- Qualify if 3rd-level domain was registered by July 30, 2008
- Email will be sent with grandfather offer to registrants + Auth code for transfer
- Applications limited to Colombian TMs
- If not applied during this phase, Colombian TMs lose their priority
- Applications open to Global TMs with same priority
- Multiple valid applications go to auction (no first-come, first-served)
- Applications open to general public
- Multiple valid applications go to auction (no first-come, first-served)
- Applications open to general public
- No auto-renewal

Technical Process

- Rules almost identical to .com, .biz. only changes are no auto-renewal, suspension phase, Spanish IDN.
- Inherited domains transfer out
- Restricted sub-domain registrations
- Pre-populate 2nd-level names for all 3rd-level names and Auth codes
- At end of period, 2nd-level domains not grandfathered get deleted
- Applications and fees collected by Registrars
- Validation performed by Laga
- Outcomes are: Valid, Invalid, Reconsideration, Auction
- No refunds for Invalid applications
- Registration fee collected by either Registrar or Auction provider, depending on multiple vs. single application
- Registrars charged upon award
- Registration fees collected by Registrars

Marketing Support

- Launch of Global and Local .CO Internet websites
- Limited local market advertising
- Direct outreach to local registrants
- Direct Outreach to local registrants
- Limited local market advertising
- Marketing materials for registrars delivered early Feb.
- Outreach to Colombian Trademark Community
- Limited local market advertising
- Potential local event
- Marketing materials for registrars delivered early Mar.
- Outreach to global trademark community
- Online Webinar/ Webcast
- Targeted advertising
- Marketing materials for registrars delivered mid Mar.
- Outreach and presence in domain community beginning in January
- Targeted advertising for domainer, web professionals prior to and during Land-Rush
- Pre-launch campaign, contests, social media, tradeshow and sponsorship for general public
- Limited local market advertising
- Marketing materials for registrars delivered early Apr.
- Integrated launch campaign for general public (focus on small business, entrepreneurs)
- Targeted outreach to web professionals
- Limited local market advertising
- Marketing materials for registrars delivered in early May



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This is the first phase of the Launch Plan and is the initial switch of administrators from the University of los Andes (UniAndes) to .CO Internet.

Process:

- Registrations done through the core accredited Registrars
- Register 3rd-level (e.g. mycompany.com.co)
- New policies (transfers, no documentation required, open globally, etc.)
- Most of the policies and business rules in the 2nd-level space will be identical to the policies and rules in the 3rd-level space

Existing Domains:

- Initially, .CO Internet will inherit and be the interim registrar for the 27,000 (+) existing domains until their expiration date
- Prior to the expiration date, the domain name owner must transfer their third-level domain to one of the core accredited Registrars
- Customer support provided by .CO Internet will be available for those registrants and helped through the transfer out to one of the core accredited Registrars
- These Registrars will be prominently listed in emails sent to registrants and on our website

New Registrations:

- New registrations for 3rd-level domains will be processed by one of the core accredited Registrars
- .CO Internet will not be processing renewals
- Individuals who registered their domains prior to July 30, 2008 will be eligible for grandfathering; meaning that they can opt to secure their domain name in the 2nd-level (see next slide)

Registrar Readiness:

- Minimal changes in rules. Processes are almost identical to .com, .biz.



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This is the second phase of the Launch Plan and is designed to allow existing 3rd-level domain registrants the opportunity to register their domain name in the 2nd-level space prior to any other registrant.

Eligibility Rules:

- Must be a current 3rd-level domain registrant
- The 3rd-level domain must have been registered and active prior to July 30, 2008
- Grandfathering is open to all restricted and unrestricted domain registrants that meet the above rules
- Only com.co, net.co, nom.co, org.co and edu.co domains may be grandfathered
- Restricted domains (gov.co and mil.co) are not eligible and follow a different process handled by .CO Internet

Process Description:

- Grandfathering will be accomplished by using the existing domain transfer process
- The Registry will create in advance all eligible 2nd-level domains in the SRS, and provide each authorized registrant with an auth code allowing them to transfer the domain to a participating core accredited registrar, and thus taking control of the domain

Technical Process:

- .CO Internet will identify all eligible 3rd-level domain holders and will load the domain with auth codes into the SRS with a 1-year registration
- .CO Internet will provide existing registrants (from UniAndes) with grandfathering instructions, which will include instructions for using the auth codes for transferring the domains to one of the core accredited Registrars
- Transfers of the domains will incur a special transfer fee higher than the standard transfer fee. The fee will be effective throughout the Grandfathering phase and only applies to 2nd-level domain transfers
- Transfers after the initial transfer must not be allowed for 60 days
- These transfers will auto-approve after five days, however the Registry will periodically ask transfers in advance of the five day auto-approval
- At the conclusion of the Grandfathering phase, .CO Internet will delete all domains in the SRS that did NOT grandfather (transfer)



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The Sunrise phase is the third phase in the Launch Plan and is designed to provide legitimate Colombian and non-Colombian trademark holders with the opportunity to apply for 2nd-level domains prior to any other registrant.

- The phase is divided into Sunrise A and Sunrise B
 - In the A phase, only holders of Colombian trademarks may apply
 - During the B phase, any trademark holder may apply, including Colombian trademark holders; however there will be no preference given to Colombian trademark holders during this phase
 - There will be a short dead period between the two phases and at the end of the phase and prior to Landrush to allow the Validating Agent (Laga) to finish validating any remaining applications and for the Registry to complete any necessary administrative and clean-up activities
- The sunrise process involves 5 stages, and incorporates similar models to the ones used in sunrises such as with .tel, .asia and .eu. It also includes an optional pre-validation process that allows applicants or their agents to interact directly with the validation provider (Laga) to validate and ensure their applications are accurate and complete prior to submitting them to the Registry
- Applications will not be awarded on a first-come, first-served basis; rather, all applications will be validated, and in the event there are multiple valid applications for the same string, an auction will be conducted to determine which applicant is awarded the domain
- All applications will incur an application fee, charged to the submitting registrar. In addition, all winning applications will incur a registration fee when the domain is injected (registered) in the production SRS
- Both ASCII and Spanish language IDNs may be applied for during sunrise



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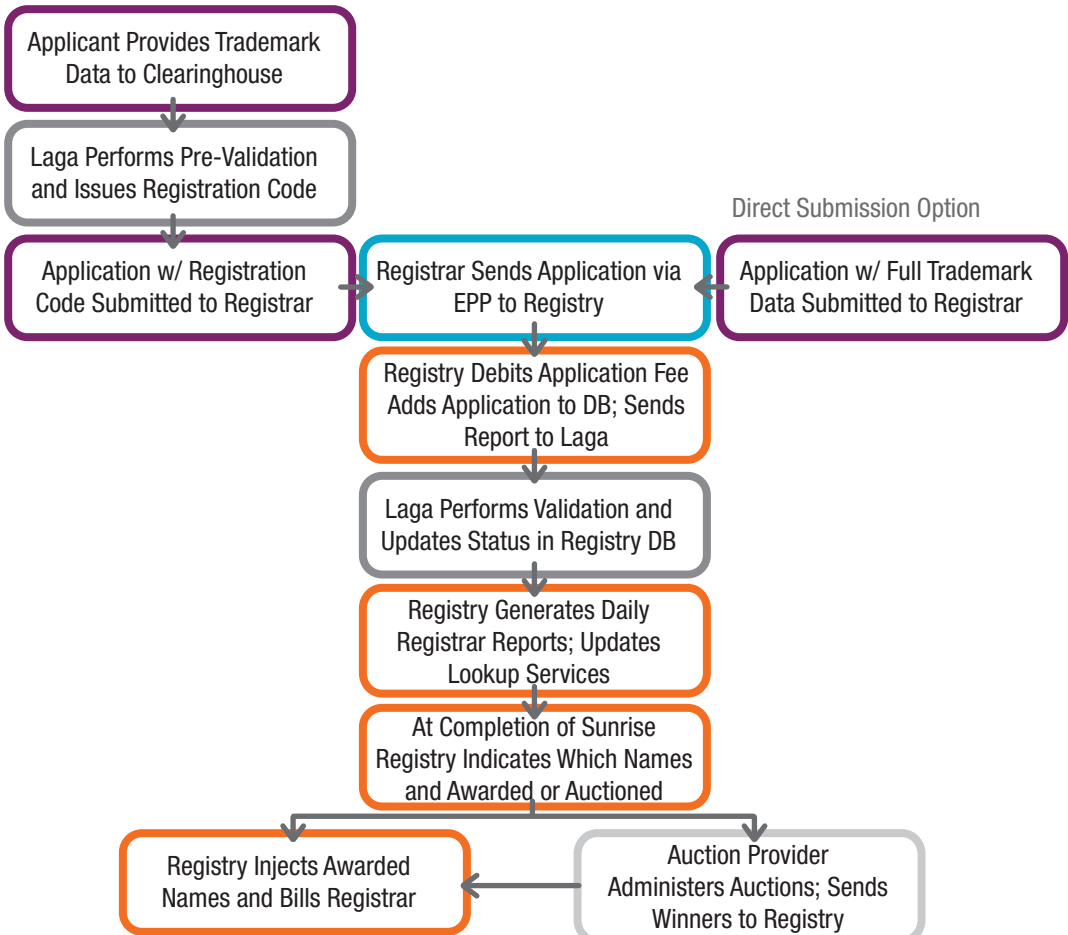
Process Flow

- The following diagram depicts the high-level process flow for all sunrise applications.
- It includes both the pre-validation option and the direct submission option.
- It should be noted that the “applicant” may be an individual, reseller, or some other agent.
- In addition, this diagram does not include the appeal process.
- The following are the five stages of sunrise:
 - Pre-Validation (optional)
 - Submission
 - Validation
 - Auction
 - Award/Injection

Note: A detailed Sunrise Guide will be distributed separately and will include details on the process, specs and Registry interfaces

High Level Process Flow

Pre-Validation Option





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The fourth phase is open to the general public. During this phase, applications may be submitted for any domain not previously registered through the Grandfathering and Sunrise phases. An auction process will be used if more than one applicant applies for the same domain.

Process:

- Applications open for the general public to request a domain
- Not first-come, first-served but instead applications are collected during land-rush phase
- At the end of this phase single applications for a domain name are awarded immediately and registered for 1 year
- When multiple applications are requested for the same domain name then these all go to auction
- Auction winners will be awarded the domain and have a 1 year registration

Registrar Readiness:

- Very similar process as the Sunrise system, but without the step for the validation of trademark
- Auctions handled by external auction provider
- Auction timeline 4-8 weeks after end of Landrush
- Billing process will be described in a separate communication



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General Availability

This is the fifth and final phase of the Launch Plan. It is open to the general public and effectively commences general availability of 2nd-level domains on a first-come, first-served basis.

Process:

- Applications on a first-come, first-served basis
- Standard pricing (wholesale to Registrars) for all registrations
- Standard policies and operational practices as in the rest of the gTLDs

Registrar Readiness:

- Domain creates follow the standard business rules that apply to .biz or .us registrations, with one exception: the registration term is limited to 5 years
- The validation rules for a .CO domain name are as follows:
 - 1st and last character must be a letter or number
 - Letters A-Z (case insensitive)
 - Numbers 0-9
 - Spanish IDNs are permitted (include characters: á, é, í, ó, ú, ñ, ü)
 - Name cannot have two consecutive dashes (--) in the 3rd and 4th positions
 - Underline characters are not allowed
 - Dashes (-) are allowed but spaces are not allowed
 - The name cannot exceed 63 characters
 - The name must not be in the list of reserved names
 - The Domain Create operation must specify the Registrant and at least one Admin, Tech, and Billing Contact, with a maximum of seven contacts
 - A domain can have a term from 1-5 years