

.CO Domain Name Launch Guideline

This guide is intended as a detailed overview of the release of .CO Domain Name (in both English and Spanish):

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1. Introduction

In 2009, the Columbian government appointed .CO Internet S.A.S. (.CO Internet) as the new registry service provider for .CO ccTLD for an initial period of 10 years. Along with this appointment, the registration rules for the .CO ccTLD would be significantly relaxed, allowing virtually anyone to register a .CO domain name (as opposed to local businesses and individuals only).

.CO represents a unique opportunity on internet for businesses and individuals as there is a need for more options in branding yourself online with short and memorable domain names.

According to a study of 600 past and prospective domain registrants, by Penn, Schoen and Berland, a global market research firm, .CO domains are shown as:

- Easy to remember, simple to use, and easy to understand
- More than 75% of respondents associated .CO with 'company,' 'corporation,' or other commercial endeavours—but .CO is not confined only to these meanings

Simply put, .CO is global, recognizable and credible, and therefore highly desirable in this competitive business environment. So - create your opportunity with .CO!

2. CO Launch Schedule

.CO launch involves a multi-phase plan to ensure for the stable and orderly distribution of domains. The Launch has three core stages:

Global Sunrise April 26 - June 10:

This phase is for trademark holders with exact match domain names registered prior to July 30, 2008. This allows companies to apply for their desired domain or domains and secure their trademarks. Matching domains will go to auction.

Landrush June 21 - July 13:

Landrush takes place from the end of June through mid-July, and will be open to anyone interested in registering domain names of high commercial value. Any interest in matching domains will go to auction.

General Availability July 20:

Once the Global Sunrise and Landrush processes are complete, .CO domains will become available to anyone in the world. Except where otherwise reserved by the .CO Registry or earmarked for premium auctions, .CO domains will be available to the public based on the chronological order of registrations on a first come, first served basis.

2.1 Global Sunrise - Protecting the rights of legitimate trademark holders prior to the full launch of .CO

.CO Sunrise is to make the .CO domain name an asset to trademark holders and a tremendous opportunity for companies, entrepreneurs and individuals globally in an equitable and sustainable way.

Between April 26 and June 10, 2010 any trademark in the world may apply for a .CO domain. Please note that if you have a Colombian trademark, you will be entitled to apply earlier for registration. Please visit .CO registry's [Colombia site](#) for more information.

➤ Eligibility

Eligibility to participate in the Global Sunrise will be limited to holders of trademarks that:

- Were registered and were in full force and effect on or before July 30, 2008
- Are registered in a trademark office or registry that corresponds to a state or entity described in the WIPO Standard ST.3 code

If you require assistance with registration of .CO domains, please contact our helpdesk via [email](#) or [telephone](#).

- Fully comply with any and all other specified terms and conditions in the .CO Sunrise Policy

➤ **Sunrise Process**

The sunrise process involves 5 stages, which includes an optional pre-validation process that allows applicants or their agents to interact directly with the validation provider (Deloitte) to validate and ensure applications are accurate and complete prior to submitting them to the .CO registry.

Both ASCII and Spanish language IDNs may be applied for during sunrise.

The following are the five stages of sunrise:

- Pre-Validation (optional)
- Submission (Through accredited registrars and their resellers)
- Validation
- Auction
- Award/Injection

➤ **Documentation & Validation**

In order to prevent the type of systemic fraud that occurred during certain previous TLD launches, it is utmost importance that all rights claimed by trademark owners during the Sunrise Process go through a strict validation process to ensure that the trademark owners actually have the rights they claim they have. This includes the need for trademark owners to submit certified documentation supporting their intellectual property rights in cases where such rights cannot be validated by an official online database sponsored by the national trademark office.

At the most basic level, in any application for a .CO domain name during the Global Sunrise, applicants will be required to submit certain data to demonstrate that they qualify in relation to the right(s) related to the domain name applied for. The data required will include:

- Registered Mark: Exact word or phrase described by the Registered Mark;
- Registration Number: Registration or serial number of the Registered Mark's current registration.
- Registration Locality: Location (country/region) where the right is established (using the corresponding WIPO Standard code);
- Capacity: Whether the Applicant holds the trademark as the original "owner" or as an "assignee".

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Deloitte, as the independent “Validation/Verification Agent” will verify every application. This important additional step in the assignment procedure will make sure that only rightful owners will receive a .CO domain at the second level.

The Validation/Verification Agent is generally tasked to give an opinion on whether the information contained in an application meets the requirements laid down in the .CO Sunrise Policy. This opinion will be made based on information contained in the application, as well as other documentary evidence that may be required in accordance with the Policy.

➤ **Allocation**

Applications will not be granted on a first-come first-served basis, but rather will be collected through the final date of Global Sunrise. In the event that there is more than one entity applying for the same domain name, with each of them have corresponding trademarks, the name will go to auction.

Please stay tuned for more information on how to apply for a .CO domain during the Global Sunrise.

2.2 Landrush - Apply for a domain name of high commercial value

During Landrush, anyone who is interested in securing a short and memorable domain name of high commercial value will have the opportunity to submit an application before General Availability begins. Matching applications will be resolved at auction.

Please stay tuned on our website for more information coming soon.

2.3 General Availability - .CO is open to the world

General Availability will mark the time at which the general public can register .CO domain names on a first-come, first-served basis.

General Availability is scheduled for July 20th, 2010

3. .CO Domain Launch FAQ:

a. Who is the Registry Operator for .CO?

.CO Registry Operator is .CO Internet S.A.S., a company formed by Arcelandia S.A., a wholly-owned Colombian company, responsible for the promotion, administration, and technical operation of the .CO TLD.

b. How much will registrations cost?

Please refer to our [.CO Domain Page](#) for pricing information.

c. When will .CO domains become available?

The launch of .CO second level domains involves a multi-phase Launch Plan to ensure for the stable and orderly distribution of domains. The plan involves a comprehensive Sunrise Period for trademark holders, a Landrush Period for those interested in names of high commercial value, and finally General Availability when names become available to the public on a first come, first served basis. Learn more about the launch timeline.

d. What are the key .CO registry policies?

.CO will enjoy liberal registration policies following international best practices:

- Anyone in the world will be able to register domains
- No domicile or burdensome documentation
- Minimum registration of 1 year & a maximum of 5 years
- Registrants will be able to easily transfer domain names to others

e. Where can I register .CO domains?

Please refer to our [.CO Domain Page](#) to register .CO domains.

f. What makes .CO such a unique opportunity?

We believe .CO is a unique opportunity for businesses and individuals as there is a need for more options in branding yourself online with short and memorable domain names.

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g. What steps are being taken to protect the rights of trademark owners?

.CO is following established best practices in trademark and IP protection to ensure that the domain is launched in an equitable and sustainable way. .CO Registry with its partners are making every effort to make sure .CO be launched in a responsible and secure manner, making it an asset to trademark holders and a tremendous opportunity for companies, entrepreneurs and individuals globally.

h. If I have a third level domain (eg: xyz.com.co), will I have priority to register the second level version (eg: xyz.co)?

According to the new policy, priority is given only to those that registered the domain prior to the approval date of the new policy: July 30, 2008. Please review the **Launch Plan** information for further details.

i. Isn't .CO the ccTLD for the country of Colombia?

The Colombian government, in consultation for the local Internet community, has made .CO domains available globally in a responsible and secure manner.

.CO will never cease to be Colombia's ccTLD, but it will be marketed to a global user base. .CO is a relevant, credible, and global domain name extension.