

# .MOBILE

## **.Mobile Launch Plan and Related Policies**

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## 1 General Provisions

### 1.1 Scope and Applicability

This document summarizes the processes, procedures, and rules applicable to launch-phase **Registration** of a name in the .mobile gTLD as of 10 September 2025.

Capitalized terms and phrases not defined in context are defined in Section 10.

### 1.2 Launch Timeline

*The dates and periods listed below are subject to change.*

All such changes will be posted on the Registry website at [get.mobile](https://get.mobile) (the “**Registry Website**”).

Launch Phase	Timeframe	Description
<b>Sunrise</b>	60 Days (Notice Period 30 Days and 30 Days of Sunrise)	The pre- launch of General Availability opportunity for trademark holders to submit <b>Registration Applications</b> for .mobile names corresponding to Trademark Clearinghouse (TMCH) entries. All sunrise names are allocated on a first come first serve basis during the 30 days sunrise.
<b>Sunrise Challenge Resolution</b>	15 Days	Limited period for any challenges
<b>Invitation Telco Limited Registration Phase (LRP)</b>	61 Days	Telco Industry Priority phase (LRP)
<b>EAP</b>	12 days	Early Access Phase – pricing phase
<b>General Availability</b>	Follows from EAP period	Following the opening of general registrations. Registrants may apply on a first-come, first-served basis to register .mobile names.

## 1.3 Registration of .mobile Names

Registration Applications for **.mobile** names may be submitted only by an **Accredited Registrar**.

The Registry will not accept a Registration Application for a .mobile name unless it meets the following technical and syntax requirements:

- a. The name must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens;
- b. The name cannot begin or end with a hyphen;
- c. The name cannot contain labels with hyphens in the third and fourth character positions (e.g., "bq--1k2n4h4b" or "xn--ndk061n") unless the domain name is an IDN in which case the IDN EPP Extension must be passed containing the IDN-Table identifier and the corresponding name in Unicode (uname); This applies in the event the TLD adds IDNs to its Registry Services and is approved by ICANN.
- d. The name cannot exceed 63 characters (excluding the TLD); and
- e. Until further notice, the name must contain at least 3 characters.

The Registry will not accept Sunrise Registration Applications from privacy or proxy services.

The Registry may reject a Registration Application, or may delete, revoke, suspend, cancel or transfer a Registration under the following criteria:

- a. To enforce **Registry Policies** and **ICANN Requirements**; each as amended from time to time;
- b. That is not accompanied by complete and accurate information as required by ICANN Requirements and/or Registry Policies or where required information is not updated and/or corrected as required by

ICANN Requirements and/or Registry Policies;

- c. To protect the integrity and stability of the Registry System, its operations, and the .mobile TLD;
- d. To comply with any applicable law, regulation, holding, order, or decision issued by a court, administrative authority, or dispute resolution service provider with jurisdiction over the Registry;
- e. To establish, assert, or defend the legal rights of the Registry or a third party or to avoid any civil or criminal liability on the part of the Registry and/or its affiliates, subsidiaries, officers, directors, representatives, employees, contractors, and stockholders;
- f. To correct mistakes made by the Registry or any Accredited Registrar in connection with a registration; or
- g. As otherwise provided in the **Registry-Registrar Agreement**.

## 1.4 Term

The TLD .mobile names may be registered for a period of no less than one year and no more than ten (10) years, commencing on the date on which the Registry accepts the Registration Application submitted by the Accredited Registrar. All Registration Applications must specify the registration period (the "Term").

It is the obligation of the Accredited Registrar, and not the Registry, to notify a Registrant in advance of the termination or expiration (for any reason) of a Registration.

## 1.5 Payment to the Registry

The Registry will perform automatic renewals upon expiration. Unless the name is explicitly deleted during the auto-renew grace period, the Registry will automatically charge the applicable Accredited Registrar account with the renewal

amount. If the Registry does not receive payment within a specified amount of time, the Registry will halt the Registrar from any further registrations and consider revoking the Registrar's accreditation with the Registry. Breaches of billing and payment terms by an Accredited Registrar will be handled on a case-by-case basis.

The Registry will not accept a Registration Application and will not renew a Registration at the end of the applicable Term unless it has received payment in full from the applicable Accredited Registrar. Names subject to a Registration Application, or names that result in a Registration will be released in accordance with Registry Policies and ICANN Requirements.

## 1.6 Reserved Names

The Registry has reserved certain names from registration in the .mobile TLD ("Registry Reserved Names"), including, without limitation, the names appearing on the list of ICANN reserved TLD names and as such list may be modified by ICANN from time to time. Additionally, the Registry has reserved certain names in accordance with the "Alternative Path To Delegation" provisions of Specification 6 of the Registry Agreement with ICANN.

Upon the conclusion of Sunrise, the Registry reserves the right to reserve additional names as Registry Reserved Names at any time in its sole discretion, and to allocate such names on other than first-come first-served terms.

## 2 Sunrise Registration Rules

### 2.1 Scope and Applicability

These provisions describe the processes, procedures, and rules applicable to Sunrise A and Sunrise B as described in Section 1.2 above.

Sunrise applications may be submitted for **Available Names**, meaning .mobile names that have not been reserved, restricted, or otherwise allocated prior to commencement of the respective launch phase.

## 2.2 Sunrise Definitions

- 2.2.1 **Start-Date Sunrise:** Sunrise applications are accepted and allocated on a first come first serve basis during the Sunrise Period.
- 2.2.2 **Sunrise-Eligible Rights Holder:** An entity with a trademark record validated and recorded with the TMCH resulting in a valid Signed Mark Data (SMD) file.
- 2.2.3 **TMCH:** The ICANN-designated Trademark Clearinghouse operator and associated database of validated marks and label information.
- 2.2.4 **SMD File:** A cryptographically signed file issued by the TMCH for a validated trademark record, used to prove Sunrise eligibility and to generate Sunrise-valid labels.
- 2.2.5 **Label / Matching Rule:** The domain label that is an identical match to the TMCH-validated mark, produced pursuant to TMCH rules.

## 2.3 Eligible Applicants

To be eligible to submit a Registration Application under Sunrise, a Sunrise Applicant must be the registrant of a corresponding TMCH entry, TMCH resulting in a valid Signed Mark Data (SMD) file and the domain name sought must correspond to the entire eligible text of the TMCH entry in accordance with the applicable TMCH requirements.

## 2.4 Allocation of Registration Applications

To be eligible to submit a Registration Application under Sunrise, a Sunrise Applicant must be the registrant of a corresponding TMCH entry, TMCH resulting in a valid Signed Mark Data (SMD) file and the domain name sought must correspond to the entire eligible text of the TMCH entry in accordance with the applicable TMCH requirements.

## 3 Sunrise Applicant Contention Resolution

### 3.1 Overview

The Sunrise Applicant Contention Resolution (SACR) sets out the rules to be applied to resolve challenges to domain names resolved improperly during the Sunrise Registration phase. During the .mobile Sunrise phase all registrations will be processed on a first come, first served basis during the 30 day Sunrise Period following the 30 day Sunrise Notice period.

In the event two or more Sunrise Applicants qualify for the same second-level domain name, the Registry will use the time stamp on the registry database for the application and processing of the SMD. If there are Challenges based upon a) improper application of the Sunrise Registration policy or b) speculative registrations of otherwise non-exclusive and generic terms obtained under a pretextual claim of formal trade or service mark rights unsupported by substantial use of the subject trade or service mark. The Dispute shall be governed by the Sunrise Dispute Resolution Policy.

## **4 Certification / Liability**

All Registration Applications must be conditioned on the Applicant's certification, representation, and warranty that the request is compliant with the relevant Sunrise requirements.

By submitting a Registration Application, Applicants acknowledge, agree, and accept sole and direct liability for damages suffered by any third party injured as a consequence of a Registration Application and/or the Registration of a name in the .mobile TLD under this policy, and agree to indemnify and hold the Registry and its executives, officers, affiliates, agents, and contractors harmless for any claims, causes of action, damages, or injuries resulting from actions, omissions, or errors.

Applicants may be required by the Registry, in its reasonable discretion, to provide reasonable and sufficient surety of indemnification, and shall be liable for any costs or fees incurred by the Registry as a consequence of third party claims arising from the Applicant's Registration Application for and/or the Registration of a name in the .mobile TLD under this policy. Such liability shall extend without limitation to any injury claimed as a consequence of false statements made in the request and relied upon by the Registry in Registration of a name.

### **4.1 Determinations**

The determinations of the Registry regarding any Registration

Application shall be final and non-appealable; provided, however, that such determination will not affect rights Applicants may have under applicable law, ICANN policies, or Registry-provided dispute resolution procedures.

## **4.2 Additional Safeguards For Sunrise Names**

### **4.2.1 Anti-Hijack Provision**

Sunrise domains shall be solely registered to the qualified Applicant, and shall be restricted from transfer to any other registrant, absent submission to the Registry of evidence of assignment, license or other authorized acquisition of rights in the underlying trade or service mark giving rise to Sunrise qualification.

### **4.2.2 Sunrise Challenge**

Names registered in Sunrise shall at all times remain subject to a Sunrise Challenge process under which a Sunrise registration shall be cancelled and subject to reservation by the Registry if:

- i. At time the challenged domain name was registered, the registrant did not hold a trademark registration of national effect (or regional effect); the trademark had not been court-validated or protected by statute or treaty; or the trademark was not properly subject to the “trademark +50” eligibility for TMCH entry;
- ii. The domain name is not identical to the mark on which the registrant based its Sunrise registration in accordance with applicable TMCH string matching rules;
- iii. The trademark registration on which the domain name registrant based its Sunrise registration is not the subject of actual and substantial use in commerce in the issuing jurisdiction on which the TMCH entry is based, and has not been for a sufficient period to constitute abandonment thereof; or

- iv. The domain name is otherwise a non-exclusive and generically applicable term, and is not used or reserved by the registrant in connection with the goods and/or services on which the subject trademark registration is based.

Additional detail is provided in the separate Sunrise Dispute Resolution Policy.

## **5 Limited Registration Period**

### **5.1 Purpose and Scope**

The Purpose of the Limited Registration Period (LRP) is to allow and engage with the Telecommunications/ mobile operator ('Telco') sector to allow early access to .mobile domain names and drive early high volume registrations to qualified Telcos and their customers. This phase is open to Registrars with qualifying promotional campaigns from Telco participants.

### **5.2 Eligibility**

Limited to Registrars with a verified telecommunications sector participants including:

- a) Licensed Telecommunication operators - mobile, fixed line or internet services providers with a customer base of at least 1 million
- b) Agreement to do a direct email campaign to its subscribers via an accredited registrar
- c) Dedicated landing page or such promotional SMS, email, phone.

### **5.3 Application Process**

- Applications by a Telco wishing to participate, must be in writing by email to: [hello@get.mobile](mailto:hello@get.mobile)
- There are no fees to apply as a Teleco to participate in this phase.
- Applications must be submitted via an ICANN Accredited Registrar participating in the LRP.
- Applications must be verified by Registry Operator or its third party

- verification agent.
- Applications must be submitted seven (7) days prior to the commencement of the LRP phase.
  - Notification: Applicants will receive written confirmation of approval or rejection.
  - Dispute Resolution: Rejected applications may seek review by escalation to the Registry's independent review mechanism.

## **5.4 Domain Allocation Rules in LRP**

To be eligible to apply for domain names during this phase registrants must be a customer of the verified Telco and Registrar. Eligible applicants may register names on this first come, first served basis following the approval process and verification of the Telco and Registrar.

Registry Operator will enter into a marketing programs with the Telco and Registrar.

Names registered during this phase are not subject to any other restrictions post registration and may be renewed, deleted or transferred during the initial registration or renewal.

## **6. Early Access Program**

This is a pricing phase in the first days of General Availability. Available names may be registered by payment of the early access fee in addition to the premium or standard fees. The Early Access fees will descend in price over each 24 hour period.

## **7. General Availability**

Upon the commencement of General Availability, Available Names will be allocated via Accredited Registrars on a first-come, first-served basis subject to the Registry Policies and ICANN Requirements.

## **8. IP Claims Notification**

Registry Operator will send IP Claims notifications in accord with the ICANN and

TMCH policies for a period of 90 days commencing from the General Availability of .mobile. In the event an Applicant proceeds with a Registration Application, a notification is sent to the record holder of the TMCH entry. Such Applicant will further be deemed on notice of the intellectual property claims corresponding to the TMCH entry, and may not claim lack of notice with regard to such Applicant(s) in any subsequent dispute proceeding.

## 9. Dispute Policies

All Registrants agree to participate in and abide by any determinations made in the course of ICANN or Registry Policies referenced herein and in the Acceptable Use and Terms of Service.

## 10. Defined Terms

**Accredited Registrar** is a domain name registrar that is (i) accredited by ICANN and (ii) has entered into a Registry-Registrar Agreement with the Registry.

**Applicant** is a natural person, company, or organization in whose name a Registration Application is made during any phase.

**Available Names** are .mobile names that have not been reserved, restricted, registered, awarded, or otherwise allocated prior to commencement of the Sunrise period or, in connection with General Availability, prior to the Registry's receipt of a Registration Application.

**ICANN Requirements** include the Registry's obligations under the Registry Agreement between DISH DBS Corporation and ICANN dated 2 June 2016 and all ICANN Consensus Policies applicable to the .mobile TLD.

**Registrant** is an Applicant that has submitted a Registration Application that has been paid for in full and accepted by the Registry. A Registrant is the holder of a registered name in the .mobile TLD.

**Registration** means a .mobile name that has been accepted by the Registry in accordance with the terms of the Registry-Registrar Agreement for registration during a specified term.

**Registration Application** is an application submitted by an Accredited Registrar on behalf of an Applicant to register a name in the .mobile TLD.

**Registry** is DISH Network DBS Corporation, a Colorado Corporation with its primary place of business at 9601 South Meridian Boulevard, Englewood, Colorado 80112.

**Registry Policies** means the policies adopted from time to time by the Registry as posted under Policies on the Registry Website.

**Registry-Registrar Agreement** is the agreement between Registry and Accredited Registrars, as amended from time to time.

**Registry System** means the system operated by Registry via its Registry Services Provider for registration of domain names.

**Registry Website** is [www.get.mobile](http://www.get.mobile).