

.MOBI Key Dates & Activities

Restricted Activities – TM Holders Only

Trademark Sunrise Period	Trademark Sunrise Challenge Period	Premium Names Application Process for TM Holders
June 12 to Sept 22	Aug 28 to Dec 15	Sep 15 to Oct 13
Restricted to trademark holders with verifiable data as defined by mTLD registry	Restricted to trademark holders challenging validity of a Sunrise registration	Restricted to trademark holders with verifiable data as defined by WIPO

**DBMS
Deadline
Sep 15**

**Submit
Registration
Request and
Sunrise Request
via
Digital Brand
Manager**

Premium Name Application Process: Requirements for Trademark Holders

- + The Applicant must be a holder of a national trademark registered prior to 11 July 2005 or applied for before that date but registered before the time of application to WIPO.
- + The trademark must have been used by the applicant in good faith for at least five years prior to applying for the domain name.
- + A Trademark certificate and other documentary evidence must be provided.
- + A short description of why the applicant is entitled to register the Premium Name must accompany the application.

Unrestricted Activities – Open to Public

Land Rush Period	General Registration Period	Unapplied for Premium Names
Sep 26 to Oct 10	Oct 11 - Ongoing	Oct 28 - Ongoing in phases
Open to the public; can register any name not on Premium or Reserved list	Open to the public; can register any name not on Premium or Reserved list	Open to the public; names may be awarded by RFP or auction (TBD by registry)

**DBMS
Deadline
Sep 19**

**Submit
Registration
Request and
Land Rush
Request via
Digital Brand
Manager**

Premium Name Application Process: General Information

- + Names that are not successfully applied for by trademark holders will remain on the Premium List to be sold by auction or RFP process (method TBD by registry).
- + Names with one successful WIPO application will be sold to the applicant at the “prevailing price” via the applicant’s registrar of choice at “Prevailing price” (price TBD by registry).
- + Names with multiple successful WIPO applications will be sold to a successful applicant by auction or RFP process (method TBD by registry).